

Southern **HARDWARE**

APRIL, 1957

SOUTHERN HARDWARE EQUIPMENT & SUPPLY

when you sell

IRWIN

you sell yourself

The name Irwin on auger bits and screw drivers is your highest assurance of customer satisfaction. You add to your good reputation with every Irwin tool you sell. Users are sold on the product, sold on you.

And only independent hardware dealers may profit by the Irwin name. There are no chain store accounts, no catalog houses selling world famous Irwin tools.

In short . . . Irwin gives you both the product and the opportunity to sell yourself. That's why it's good business to do business with Irwin.

The Irwin Auger Bit Company
Wilmington, Ohio

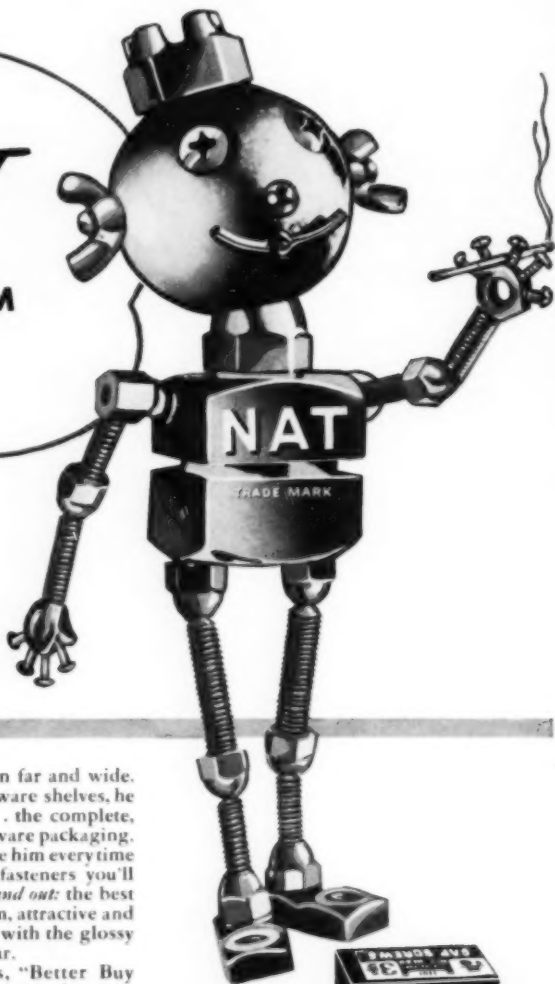
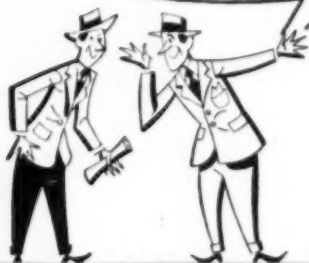
IRWIN

the original solid
center auger bit
•
screw drivers
screw driver bits

every bit as good as the name

-That's NAT

**YOU'D KNOW HIM
ANYWHERE**

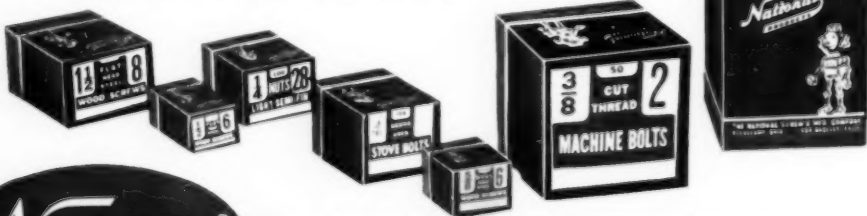


There's good reason why Nat's known far and wide.

From thousands of cartons on hardware shelves, he identifies the National fastener line . . . the complete, quality line in National's modern hardware packaging.

Once you've seen Nat you'll recognize him every time and once you've stocked National fasteners you'll know what we mean by *quality inside and out*: the best in fasteners, all packaged in the uniform, attractive and legibly-labeled black and red cartons with the glossy surfaces that defy dirt and finger smear.

For *your* better buy in fasteners, "Better Buy National." Write us for more information *today*.



THE NATIONAL SCREW & MFG. COMPANY Cleveland 4, Ohio

Pacific Coast: National Screw & Mfg. Co. of Cal.
3423 South Garfield Ave., Los Angeles 22, Cal.

National Products

FASTENERS



HODELL CHAINS



CHESTER HOISTS




SOUTHERN HARDWARE is published monthly at 118 E. Crawford St., Dalton, Ga., by W. B. C. Smith Publishing Company, Dalton and Atlanta, Georgia, U. S. A.

Entered as second-class matter at the post office, Dalton, Georgia, under the Act of March 3, 1879.

Volume 121

Number 4



The High-Strength Roofing is Galvanized Steel



Of all the sheet metals commonly used in roofing, steel is the strongest and stiffest.

This means that a high-grade galvanized-steel roof holds the nails with a tighter grip, and has less tendency to tear or rip loose in high winds. It has better resistance to the shock of falling ice. It won't break or crack under the weight of a man when ordinary purlin roof construction is used.

Bethlehem Stormproof Roofing is made of strong, durable steel, either plain or copper-bearing. Added to this steel is an adequate coating of zinc to guard it against corrosion. This combination

provides a long-lasting roofing material that gives excellent protection from sun, rain, wind or snow.

An economical roofing, Stormproof does not have a high initial cost per square, nor does it require costly maintenance.

When you compare the service and price of Stormproof Galvanized Steel Roofing you can readily see why it is in such great demand year in, year out.

Bethlehem Steel Company, Bethlehem, Pa.
On the Pacific Coast Bethlehem products are sold by
Bethlehem Pacific Coast Steel Corporation. Export
Distributor: Bethlehem Steel Export Corporation.



STORMPROOF COVERS THE SOUTH

ASK JACK HARDING WHY HE FEATURES LUMITE[®]

*Registered trade-mark

SARAN SCREEN CLOTH

"Longest-Lasting Screening! you can buy!"



MR. JACK HARDING
Harding Hardware Co., Rowayton, Conn.

**Sales-powered by the
hardest-hitting advertising
in the industry!**



Ask your wholesaler for
FREE LUMITE SALES AIDS!

LUMITE DIVISION

Chicopee Mills, Inc., 40 Worth Street, New York 13, N. Y.

Here's what he'll tell you:

"Take a look at the LUMITE BOX SCORE—you'll see why LUMITE screen cloth is way at the head of the class!

"And LUMITE has a 'handle' that makes it *easy to feature*—'THE LONGEST-LASTING SCREENING YOU CAN BUY!' Try and beat that for a feature story!

"LUMITE gives you the two things you need to make your cash register sing out loud—a stand-out product and a stand-out sales-story. It's not surprising that I sell a lot of LUMITE!"

HERE'S THE INFORMATION YOU'VE BEEN WANTING!

LUMITE BOX SCORE

Compare Lumite with others, feature by feature, and you too will feature the features of Lumite!

	LUMITE	METAL "A"	METAL "B"	METAL "C"
Resistance to weather (weathering tests)	longest-lasting*			
Resistance to blows (impact tests)	strongest			
Can it rust, pit, oxidize or corrode?	NO	YES	YES	YES
Harmed by humidity, salt air, smoke or fumes?	NO	YES	YES	YES
Can it cause stains?	NO	YES	YES	NO
May it need protective painting?	NO	YES	YES	YES

LUMITE is ideal for every exterior use!

*Under the worst exposure conditions.



*A Whale of a Profit
for Profit!*



PATTERSON-SARGENT

FLATLUX

*The Made-With-Oil Wall
Paint that Puts Extra
Cash in Your Pockets!*

Year after year, exclusive-Franchise BPS Dealers everywhere have been making a mint of money with dependable, made-with-oil Flatlux, the wall paint that tops them all for profit and performance. Now, with sensational new, made-with-oil Flatlux Regal Colors at their command in luxurious deep tones, they're set to make even more. Don't stand in your own way! Step right up and put your name on the line . . . the one and only BPS line . . . that means more customers and more profits for you.



*Identically Matched
Colors*

Capture your local single-color style market with BPS Satin-Lux and BPS Glow-Lux. Color-matched to Flatlux, they sell faster on a "one sale gets you two, two can get you three" basis!

*Never Before Such High
Fashion . . . High Profit
Colors for Low Cost Styling!*



The Patterson-Sargent Company,
1325 East 38th Street,
Cleveland 14, Ohio

I'd like to know more about the BPS Line and its profit advantages.

NAME _____

ADDRESS _____

CITY _____

STATE _____



IT'S
NEW



Red Devil

A "PACKAGED"
PAINTERS' TOOL DEPARTMENT
IN 26" OF COUNTER

A9 COUNTER MERCHANDISER

Now, in a single counter unit, is a full-sized inventory of the outstanding "Red Devil" Painters' and Glaziers' Tools. Compact, sturdy built, it's a permanent display unit you get absolutely free for paying only for the popular tool kit it contains. Order now and your regular outlet



**CHECK THIS PRICE-BALANCED
ASSORTMENT YOU GET WITH
YOUR NEW A9 MERCHANDISER**

TOTAL LIST PRICE (All Items) \$59.20
PRICE TO RETAILER 39.20
YOUR PROFIT \$20.00

Red Devil Tools.

1198

IRVINGTON 11, NEW JERSEY, U.S.A.

TOP

		List Each
6 only	P1-11 $\frac{1}{2}$ S	Stiff Putty Knives \$.80
6 only	P1-11 $\frac{1}{2}$ F	Flexible Putty Knives85
6 only	P23-11 $\frac{1}{2}$ S	Stiff Putty Knives45
6 only	P23-11 $\frac{1}{2}$ F	Flexible Putty Knives50
6 only	P103-3S	Stiff Wall Scrapers35
6 only	P103-3F	Flexible Wall Scrapers35
4 only	P23-3F	Flexible Wall Scrapers80
2 only	P23-3S	Stiff Wall Scrapers75
4 only	P1-3F	Flexible Wall Scrapers 1.20
2 only	P1-3S	Stiff Wall Scrapers 1.15

BOTTOM

		List Each
1 doz.	9	Sandpaper Holders \$.40
1 doz.	20	Pigs, Glaziers' Points08
1 doz.	13	Razor Blade Holders15
1 doz.	024	Glass Cutters35
$\frac{1}{2}$ doz.	21 $\frac{1}{2}$	Refill Scraper Blades35 pr.
$\frac{1}{2}$ doz.	11 $\frac{1}{2}$	Refill Scraper Blades15
1 doz.	0	Cabinet Scrapers45
1 doz.	40	1 $\frac{1}{2}$ " Wood Scrapers85
6 only	50	2 $\frac{1}{2}$ " Wood Scrapers85

Send for Red Devil's New 92-Page Catalog 21—
Write Dept. 5H, Irvington 11, New Jersey, U. S. A.



GLASS CUTTERS



PUTTY KNIVES & WALL SCRAPERS



WOOD SCRAPERS



1 1/2-2 1/2 BLADES

GRADY WEDGES



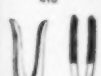
GLAZIERS' TOOLS



1 DIAMOND POINTS



DP1 DRIVER



20 TRIANGLE POINTS



PAINT MACHINES



FLOOR SANDERS



FLOOR POLISHERS



OTHER PRODUCTS



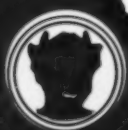
EP7 ELECTRIC FENCE



Red Devil Tools.

IRVINGTON, N. J., U. S. A.

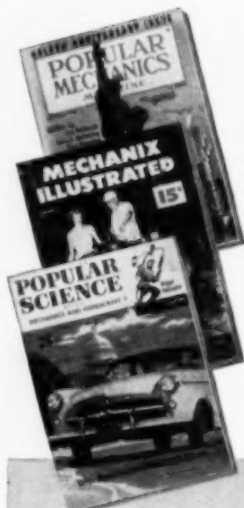
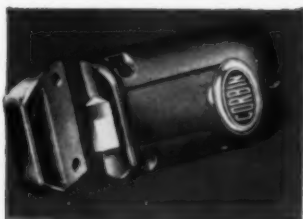
Red Devil Tools and Machines are made right, packaged right, priced right, and backed by consistent national advertising. *You're right* when you stock and display Red Devil.



NOW!

Sell MORE

CABINET LOCKS and PADLOCKS than ever before!



with this
**3-WAY
ADVERTISING
PUNCH**


Here's the calendar for the next 3 months of this big year 'round promotion. Order from your Corbin jobber now!

MARCH
Popular Mechanics
Cabinet Locks

APRIL
Popular Mechanics
Mechanix Illustrated
Padlocks

MAY
Popular Mechanics
Popular Science Monthly
Cabinet Locks

Now! Corbin helps you sell the huge "home-craftsman" market . . . **HARD!** The first sales messages in a new, aggressive consumer advertising campaign will soon reach—and **SELL**—the millions of readers of Popular Mechanics, Popular Science, and Mechanix Illustrated. Remember, these craftsmen are your most responsive type of customer. Watch for these ads and get aboard! Stock . . . display—and **SELL** Corbin Cabinet Locks and Padlocks. Cash in on this new promotion that will help you sell Corbin products faster, more profitably than ever before!

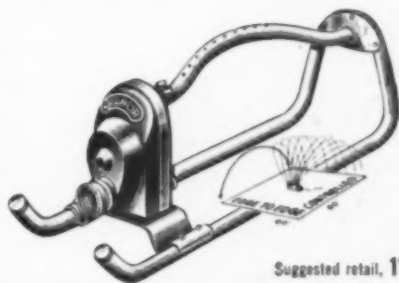
Be sure of faster turnover,
more profits . . . with 

CORBIN CABINET LOCK Division
The American Hardware Corporation
New Britain, Connecticut

There's no need to substitute or take second best when you're stocking oscillating sprinklers! For there's one sprinkler with every last advantage...and that's Melnor's famous Swingin' Spray!

No Wonder Melnor Ranks First in the Nation Over All Other Oscillating Sprinklers*

- lightest-weight oscillating sprinkler on the market
- all parts entirely rustproof and non-corrosive
- unconditionally guaranteed... for one full year



Suggested retail, 11.95

MELNOR'S Swingin' spray

*Melnor's Swingin' Spray ranks first in nation for brand acceptance according to the latest annual Store and Market Study conducted by Hardware Retailer.

- covers rectangular areas up to 2400 sq. ft.
- adjusts easily for smaller areas
- sturdy aluminum, brass and stainless steel
- water-driven gears never need oiling
- covers entire lawn area uniformly

FREE catalog, sales aids, merchandise counter display, mats, electros on request.

Stock it! Display it! Watch Swingin' Spray become your biggest money maker throughout your gardening season

MELNOR METAL PRODUCTS CO., Inc. 112 Lafayette Street, New York 13, N. Y.

SOUTHERN HARDWARE for APRIL, 1952

**You can't give your customers
than an asphalt shingle
And you can't give them a**



a better shingle value

...

better asphalt shingle than Barrett*!



1. **Priced right for you!** Superior value at a competitive price. Profit-maker!
2. **Every Barrett shingle is made right!** Only Barrett gives such *uniform* high quality because only Barrett has such complete control of raw materials.
3. **All the newest colors your customers want!** See the revolutionary new range of pastels!
4. **A type of shingle for every need!** The right shingle for every job, every climate, every kind of roof.
5. **Long wear!** Durable and fire-resistant. Roof with Barrett, and you and your customers haven't a shingle worry in the world!

**BARRETT'S BUSINESS
IS BUILDING YOUR BUSINESS!**

For the *newest*
in roofing, look to

BARRETT

the greatest name in roofing

THE BARRETT DIVISION

ALLIED CHEMICAL & DYE CORPORATION

40 RECTOR STREET, NEW YORK 6, N. Y.

205 W. Wacker Drive, Chicago 6, Ill.
1327 Erie St., Birmingham 8, Ala.
36th & Grays Ferry Ave., Philadelphia 46, Pa.

In Canada: The Barrett Company, Ltd.
5331 St. Hubert Street, Montreal, Quebec

*Reg. U. S. Pat. Off.



Strong to take Wrenching

REPUBLIC UPSON HEX HEAD CAP SCREWS

Heads are square, strong, accurate . . . to take a wrench snugly and keep their corners even on a tough pull-up.

Shanks are tough to withstand tension and vibration.

Threads are clean and sharp, strong and accurate to take heavy pull.

All 20,000 shapes and sizes of Republic Upson Bolts and Nuts are made right and strong to meet your needs, save you time and delays.

REPUBLIC STEEL CORPORATION
Bolt and Nut Division
CLEVELAND 13, OHIO • GADSDEN, ALABAMA
Export Dept.: Chrysler Bldg., New York 17, N. Y.



Tool Bar

THE WORLD'S GREATEST TOOL SELLING INSTRUMENT



OUR DESIGN PATENT NO. 165,255

Photo by
Ewing Galloway



ON EVERY **WORTH** Tool
REGARDLESS OF THE BRAND

(Symbol Trade-mark registered U. S. Pat. Off.)

ASK OUR WHOLESALE DISTRIBUTORS

The Peck, Stow & Wilcox Company SINCE 1785 Southington, Connecticut, U.S.A.

THE HARDWARE RETAILERS' PROFIT-MAKING TOOL SOURCE

1PX52

SOUTHERN HARDWARE for APRIL, 1952

**What
Can
a Beef...**



TELL YOU ABOUT

***Hearth Glo*
ROOM HEATERS?**

When there is plenty of beef on the market, hamburger is in demand. But, when beef is scarce, everyone wants a thick, juicy steak.

Why? It's just human nature for customers to demand the finest quality in times of scarcity—whether they are buying beef or gas heaters.

It's a fact that in this present material shortage, *Hearth Glo* Gas Room Heaters are climbing higher than ever before in popularity.

Hearth Glo Room Heaters are smartly styled to attract the eye—quality-built to give years of satisfactory service—and so moderately priced that shoppers find them hard to resist.

Unfortunately, we will find it hard to make enough *Hearth Glo* Heaters to satisfy this demand. At this time, therefore, we ask cooperation in ordering early, so that you can be reasonably sure of getting all the *Hearth Glo* Heaters you may need for the coming season.



***The* *Hearth Glo*
CIRCULATOR**
for areas where vented
heaters are required.

Sold Through Wholesalers Only

JACKES-EVANS MFG. CO. • St. Louis 15, Missouri

Manufacturers of the famous



**"ST. LOUIS BLUE"
TEMPERED STEEL
STOVE PIPE**

SEE HUDSON

for the Newest and Best in Sprayer and Duster Equipment

Never before has one manufacturer offered Sprayers and Dusters with so many new and better features to make your spraying and dusting easier, more economical, safer. Every one so completely different—with

work-saving, long-life economy features you'll find in no other sprayers and dusters. We invite your comparison—check these important differences carefully and you'll surely choose HUDSON as your Best Buy too!

SEE P-T-O... the P.T.O. Sprayer with a Piston Pump



No gears to wear, no rubber to age... means long life, minimum service, and uniform output always. Rugged, hinged Hudson Multi-Boom with non-corroding brass tube and nozzles.

SEE DUSTY... the new and better P.T.O. Duster



3 Ways Different to save you work, money! Heart-shaped non-clog hopper. Low speed agitator keeps dust mixed. 14-in. fan blasts at hurricane velocity. Mounts on any U.S. tractor.

SEE PEERLESS... self- powered all-purpose Farm Sprayers



Unsurpassed for low cost, long service on all spraying jobs. On skids or pneumatic tires. 230, 400, 500, 800 lbs. pressure; 4 or 8 g.p.m. pump capacity. 15, 30, 50, 100, 150 gal. tanks.

SEE SIMPLEX... Immerseal® higher the pressure, tighter the seal



Easy to use, most dependable compression sprayers. Cover seals from inside. Powerful pump. 7 strokes do work of 10. Perfection®, 4 gal.; Climax®, 3 gal. Galvanized or Stainless Steel.

SEE FAVORITE... World's Finest Lightweight Home Sprayer



New Saf-T-Lox® for easy sealing, safer opening. Lightest 1½ gal. home sprayer made. New 3-Spray nozzle—from extra-fine to long distance spray. No-Action pump. 5-ft. Korrosal hose.

SEE HUDSON BAK-PAKS® ... with the "Comfort-Back"



80 to 160 lbs. continuous pressure with minimum pumping. Comfortable. 3 Models: Piston Pump, Diaphragm Pump, Trombone® Slide Pump. Galvanized or Stainless Steel.

Hudson Sprayers and Dusters for Every Farm Need



Bato-Power® Duster "801"

Bato-Power® Duster "804"

Hudson Porto-Duster®

Porto-Sprayers®

Hudson Admiral® Duster

Hudson Hand Sprayers

BUY HUDSON

At Your Dealer Today

H. D. HUDSON MANUFACTURING COMPANY, CHICAGO 11, ILLINOIS

Sign of the Best Buy



H. D. HUDSON
MANUFACTURING COMPANY
Dept. CO-652
589 East Illinois Street
Chicago 11, Illinois
Please send FREE Sprayer and
Duster Catalog.

SEND COUPON NOW!

Name _____
Address (RFD #) _____
Town _____ State _____

© 1952 H.D.

H. D. HUDSON MANUFACTURING COMPANY

589 East Illinois Street, Chicago 11, Illinois, Dept. SH-452

Help Fill Your Till!



CASH IN...TIE-IN WITH
HUDSON'S BIG SALES
PROMOTION ON
SPRAYERS AND DUSTERS

✦ This ad is now
working for you
in

Country Gentleman
New England Homestead
Rural New Yorker
Southern Planter
Pennsylvania Farmer
Ohio Farmer
Michigan Farmer
Prairie Farmer
Wisconsin Agriculturist
The Farmer
Wallace's Farmer
Nebraska Farmer
Missouri Ruralist
Farmer-Stockman
Kansas Farmer
Western Farm Life
Washington Farmer
Idaho Farmer
Oregon Farmer
Utah Farmer
California Farmer
Arkansas Farmer

... And this means
over 6,000,000 sales-
building messages during
April, May, and June.

SEE YOUR JOBBER AT ONCE!

... or write on your business
letterhead for catalog and
prices.



SWAN is Telling America...

Making it easier for you!

You, the thousands of American Hardware Merchants, will continue to receive that big assist from Swan — to make it easier for you to sell Swan Garden Hose.

Swan's consumer advertising dollars are directing your potential customers to you, "Their Local Hardware Merchant!" You will be getting your share of these advertising dollars by:

- CHECKING YOUR SWAN INVENTORY . . . BE SURE YOU HAVE PLENTY!
- FILLING YOUR SWAN MERCHANDISER AND PLACING IT WHERE STORE TRAFFIC IS HEAVIEST.
- USING SWAN RETAIL SELLING AIDS . . . SAMPLE KITS, NEWSPAPER MATS, SMALL ITEM ENVELOPES . . . ASK YOUR JOBBER.
- TRAINING YOUR SALES STAFF TO SUGGEST AND SELL SWAN GARDEN HOSE.

During March–April–May–June & July Powerful, Full-Color SWAN Ads in Magazines Below Will Tell Americans to See Their Local Hardware Merchants for SWAN GARDEN HOSE!



YOUR LOCAL HARDWARE
MERCHANT IS A

*Garden Hose
Expert...*



Only
\$795

Swan ALL PLASTIC
Guaranteed in writing FOR 5 YEARS!

for 1 1/2 inch
inside
50 foot
coil*



Only
\$895

Swan RAYON-REINFORCED
Guaranteed in writing FOR 10 YEARS!

for 1 1/2 inch
inside
50 foot
coil



Only
\$1175

Swan DOUBLE BRAID GREEN
Guaranteed in writing FOR 15 YEARS!

for
50 foot
coil*



Only
\$975

Swan SINGLE BRAID RED
Guaranteed in writing FOR 10 YEARS!

for
50 foot
coil



Only
\$875

Swan SINGLE BRAID BLACK
Guaranteed in writing FOR 5 YEARS!

for
50 foot
coil



Let him show you why
Swan is your best garden hose buy!

Looking for a light-weight all-plastic garden hose? If so, Swan Plastic is the answer. It's very light — very beautiful! It can't sun-check, crack, mildew or rot because it's all Vinyl plastic. Women like Swan Plastic Hose because it's so light and easy to handle.

If you prefer a hose with the beauty and light weight of an all-plastic hose plus the extra strength and dependability of reinforced rubber hose you want Swanite — Swan's amazing rayon-reinforced plastic-covered hose. Your hardware merchant will give you all the facts!

For extra hard service year in and year out.

Swan Double Braid Green or Swan Single Braid Red, Neoprene-covered rayon-reinforced garden hose has the brute strength and dependability to give years of trouble-free service.

See the complete line of Swan Hose at your local hardware store today! Your friendly hardware dealer will help you select the type and style of Swan Hose best suited to your needs.

All Swan Garden Hose is equipped with the famous Swan Max-volume Coupling for 50% faster water flow.
*Available in 25, 50 and 75 foot lengths.
**Also available in 1 1/2 inch inside diameter.

SWAN RUBBER COMPANY • BUCYRUS, OHIO



we're cooking up

big sales *for you*

With

This attention-compelling full-page advertisement in leading magazines, is part of Jacobsen's broad advertising program for 1952. It's a program that will go far toward making your prospects Jacobsen conscious.

tempting dish for dealers

That's what Jacobsen offers
with its complete line of
reel-type and rotary disc power
mowers, nationally advertised,
sold, serviced and preferred.
Write for full details on the
Jacobsen Direct-To-Dealer
program, planned for your
maximum profit.



Ingredients:

To the final materials, add experimental design for that extra professional service.

performances.

Add the assurance that comes with long years of successful operation on lakes, estuaries, marshlands and golf courses. The best in performance, the leader in sales.

Copyright

Top off with a *Isuzu* engine — designed and built for power
mower use — for instant starting, smooth, trouble-free power
that really gets down and pulls when the going is tough.

Perleone

of quality power power manufacturing and nationwide service

Abstract

America's favorite power mower. Buy it at your Jacobson dealer. Select the size and model to fit your needs — two-type or rotary cut. Insist on a Jacobson — America's favorite!

JACOBSON LAUREN GUNN

Overlapping laminate from
center to center. Available with
or additional vent type
models, with seating available
from 18 to 20 inches.

JACOBSEN, WORTHINGTON
BOATY INC.

ROTARY DISC MOWERS

Let layers, also through full
length, from close to adjacent
sides — facing this direction
in all three. Seven months
— putting in the time 10 to
12 inches.

Jacobsen
POWER MOWERS

INVESTIGATIVE MANUFACTURING

...FACTORS COMPANY
 1000 ...
 ...

... of ... and ...

Keywords: child sexual abuse; disclosure; disclosure strategies

... ..

...
 ...
 ...

11

Look for this advertisement

SOUTHERN HARDWARE for APRIL, 1952



DIETZ LANTERNS

DIETZ
NO. 2 "D-LITE"
STREAMLINE
LANTERN
(see reverse for
other leaders)

When All is Serene . . .

Dietz Lanterns constantly are in demand for reliable standby, portable, and stationary light — for safety, guidance and recreation. When darkness strikes without warning, this demand swells to huge proportions. Be wise, carry sufficient stock for any unforeseen emergency volume.



EVERY HOME
NEEDS A
COMET

The attractive little 8-1/4 inch red lantern with the big light, has taken "the home market" by storm. Display Comet — for fast sales.





DIETZ No. 2 D-LITE (Cold Blast)

with rising cone burner

SPECIFICATIONS

Height.....	13 1/4 inches
Light.....	10 C. Power
Burner.....	No. 272, 1 inch
Wick.....	No. 2
Burns.....	45 hours
Globe.....	"D-Lite Loc-Nob"
Package.....	Half Dozen



DIETZ "MONARCH" (Hot Blast)

SPECIFICATIONS

Height.....	13 1/4 inches
Light.....	4 C. Power
Burner.....	No. 411, 3/4 inch
Wick.....	No. 1
Burns.....	30 hours
Globe.....	"Fitzell Loc-Nob"
Package.....	One Dozen



DIETZ

COMET

This Little Red Lantern is a big seller. The **COMET** appeals to all ages—for fun, utility and emergency.

SPECIFICATIONS

Height.....	9 1/2 inches
Light.....	4 C. Power
Burner.....	Diets "Comet"
Wick.....	3/4 inch
Burns.....	18 hours
Globe.....	Diets "Comet"
Package.....	Half Dozen

(Unusual Display Card free with each package).

SHOW IT—IT Sells ON SIGHT.

**DIETZ LANTERNS THE
STANDARD OF THE WORLD!**

Since 1840 — for well over a century, **DIETZ LANTERNS** have maintained an unmatched leadership in design and performance.

Among the notable features of the Streamline series are the broad non-tip base, improved top, all parts are curved to spill off wind and rain. Now supplied cold-rolled terns-coated steel with handsome blue-gray metallic Raybaked Enamel Finish.

Control of flame permits a choice of abundant portable light or a low controlled glow without diminishment, or failure. Greatest in economy of fuel consumption, **DIETZ LANTERNS** burn dry to the last drop of kerosene without interruption.

R. E. DIETZ COMPANY

EST.

SYRACUSE 1, N. Y.

1840



DIETZ "LITTLE WIZARD" (Cold Blast)

with rising cone burner.

SPECIFICATIONS

Height.....	11 1/2 inches
Light.....	6 C. Power
Burner.....	No. 211, 3/4 inch
Wick.....	No. 1
Burns.....	30 hours
Globe.....	"Little Wizard Loc-Nob"
Package.....	One Dozen



DIETZ "BLIZZARD" (Cold Blast)

with rising cone burner

SPECIFICATIONS

Height.....	14 1/2 inches
Light.....	10 C. Power
Burner.....	No. 272, 1 inch
Wick.....	No. 2
Burns.....	45 hours
Globe.....	"Fitzell Loc-Nob"
Package.....	Half Dozen

IMPORTANT TO ECLIPSE DEALERS

YOUR ECLIPSE FRANCHISE BRINGS YOU

COMPLETE LINE OF THE WORLD'S BEST LAWN MOWERS

UNEQUALLED EXCLUSIVE FEATURES

PUBLIC ACCEPTANCE BASED ON PERFORMANCE

CONTINUOUS NATIONAL ADVERTISING AND

SOUND SALES PROMOTION

EFFICIENT REPAIR SERVICE

AVAILABILITY OF PARTS

UNPRECEDENTED DEMAND AND URGENT DEFENSE WORK MAY CAUSE UNAVOIDABLE DELIVERY DELAYS

PATIENCE NOW WILL PAY YOU MORE IN LONG RUN



Model L 16" and 18"



Rocket 20"

Model names are trade marks of
The Eclipse Lawn Mower Co.



Rollaway 25"



Parkhound 21"



Lark 18"



Tornado 800-36"



Speedway 32"

Eclipse
LAWN
MOWERS

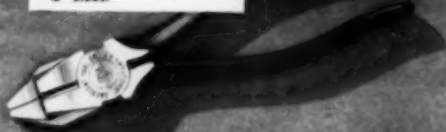
THE ECLIPSE LAWN MOWER CO.

Division of Buffalo-Eclipse Corporation

4004 Railroad Street

Prophetstown, Illinois

**CRESTOLOY LINEMEN'S
SIDE-CUTTING PLIERS.**
No. 1950, in 6, 7 and
8" sizes.



**CRESTOLOY END
CUTTING NIPPERS.**
No. 72, in 6 & 7" sizes.



**CRESTOLOY DIAGONAL
CUTTING PLIERS.**
No. 942, in 4, 5, 5 1/2
and 6" sizes.



**CRESTOLOY LONG
NOSE PLIERS.**
No. 1033, in 6 & 7" sizes.
Also No. 634, same
except with side cutter.



**CRESTOLOY HEAVY
DIAGONAL CUTTING PLIERS.**
No. 342, in 7" size only.



**CRESTOLOY LONG FLAT
NOSE, SIDE-CUTTING PLIERS.**
No. 650, in 7" size only.

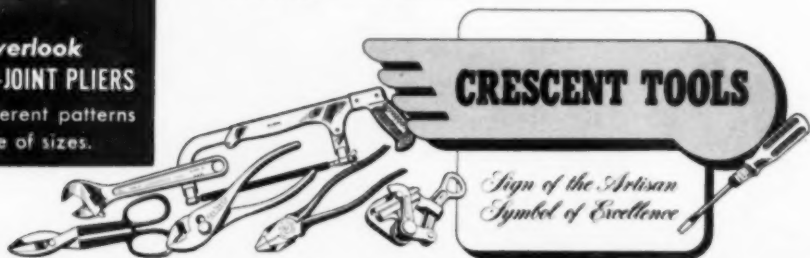


CRESTOLOY PLIERS

are individually tested!

Crestoloy Pliers take all the guesswork out of plier buying, because Crescent has taken all the guesswork out of plier making. Rigid specifications establish the material, design, workmanship, tests and inspection of these better tools. Strict adherence to these specifications is maintained by continuous tests and relentless inspection of the *individual* tools. Every plier carries the Crestoloy tag certifying that it has been individually tested.

**Don't Overlook
CRESCENT SLIP-JOINT PLIERS**
Made in six different patterns
... full range of sizes.



"Crescent" is our trade mark, registered in the United States and abroad, for wrenches and other tools. Sold by leading distributors and retailers everywhere and made only by
CRESCENT TOOL COMPANY, JAMESTOWN, NEW YORK

HOUSEWIVES AND GARDENERS ALL OVER THE COUNTRY

Mean extra sales for you with



ROOT-LOWELL
SPRING SPECIALS
in SPRAYERS AND DUSTERS

3 BIG PROFITABLE, HIGHLY MERCHANDISED SPECIALS!

Gard-N-Gro*
Compression Sprayer



Amazing and popular new 1½ gallon compression sprayer—a favorite with the women. Easy to operate and fill. Many outstanding features including the Any-Spray nozzle. Colorful 3 color label, attractive 2 color emphasis on cover and hose.

with — clever, 3 color display card that fits right on top of the sprayer. Ideal for counter display.

NO. 400 ASSORTMENT

4-JET
Atom Spray

Returned again by popular demand this unusual, highly efficient hand sprayer assortment and its wealth of merchandising helps. Greater knock-down and kill against flies and mosquitoes makes these sprayers a must for every home. Counter display shows entire line.



Again,
by popular
demand!

ROOT DUSTERS



Exclusive 3-way adjustable nozzle

→ ↗ ↘
Straight Ahead Under-Leaf Right Angle

Highly popular and efficient for dusting jobs on the farm, in the garden, in industry. Available in two sizes, colorfully lithographed and with clever, sales making display. No need to stoop or squat. Adjustable nozzle allows dusting in all directions. Sturdy construction.



*Trade Mark

SEE YOUR ROOT-LOWELL DISTRIBUTOR TODAY!

Take advantage of these unusual specials. All offer generous margins of profit for dealers while selling at attractive retail prices. Outstanding merchandising helps. Order your stock today and be ready for the buying rush this spring.

For further information write or call

ROOT-LOWELL CORPORATION

445 N. Lake Shore Drive • Chicago, Illinois, U. S. A.

SEE THOSE
TWO
LITTLE GEARS?



THEY GUARANTEE POSITIVE CUTTING

You'll see them on all SWING-A-WAY Can Openers. They're syncro-gear! When you turn the handle, the cutting wheel automatically turns at the same speed as the can revolves. This "rolling pierce" action keeps the cutting wheel permanently sharp.

Show your customer those two little gears. Thanks to them, this Can Opener always works. The cutting wheel glides through the tough tin top . . . never slips balks or jerks.

Those two little gears make the difference.

GEAR UP YOUR SALES THE

SWING-A-WAY

write or wire

SWING-A-WAY MFG. CO., ST. LOUIS 16, MO.

SOUTHERN HARDWARE for APRIL, 1952

for

Lawn-Ace 18"



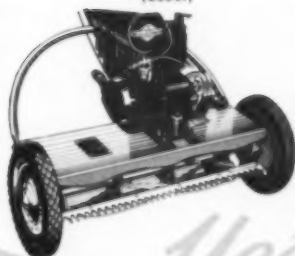
Scout 22"



Moto-Boy 20"



with "Weed-Topper"
(Scout)



Years

"MOTO-MOWER"

best known name in **POWER-LAWN-MOWERS**

New models of MOTO-MOWER have many exclusive features, including "Weed-Topper", first fundamental improvement in Power Lawn Mowing, now available on "Moto-Boy" and "Scout" (illustrated) models, as optional equipment. So equipped, they top dandelions and other obnoxious weeds, ahead of the reel and it in turn then can cut the weeds off short, at the same time the reel cuts the grass to

normal height . . . In addition to the MOTO-MOWERS (reel type), there are two models of "Roto-Mower" (whirl blade) 16" & 20", which are driven by a vertical shaft engine, providing direct application of power to the horizontal (whirl blade), greatly simplifying its design . . . There is a MOTO-MOWER for every purpose, to meet all competition—write for complete information.

The MOTO-MOWER Company DETROIT 1, MICH.

4602 Woodward Ave.

LOCAL JOBBER STOCKS MAKE IT EASY TO SELL



TENSION-tite[®] WINDOW SCREENS

**DEALERS CARRY JUST
THE FAST MOVING SIZES**

TENSION-tite screens are made in all standard modular and fractional sizes . . . and are stocked by jobbers located in most areas. Carry the fast-moving sizes, and rely on your jobber for immediate service on fill-in stocks.

Nearly two million TENSION-tite aluminum screens are now in use. Are you getting your share of this attractive screen business?



PRESS DOWN
For easy window washing



PUSH OUT



**Exclusive
GUIDE BAR
SPEEDS INSTALLATION**

Removable GUIDE BAR shows exactly where to place the five screws for a perfect fit. Only tool needed is a screw driver.

- **ALL ALUMINUM!**
- **NO PAINTING—EVER!**
- **WON'T RUST OR STAIN**
- **INSTALLED FROM INSIDE
WITHIN 5 MINUTES!**
- **COSTS LESS THAN
OLD-TYPE SCREENS!**
- **NEARLY 2,000,000
NOW IN USE!**

Lots of Merchandising Help

Your jobber is prepared to supply you with display material, models, folders, stickers, and other merchandising aids so that you can let your customers know that you carry popular TENSION-tite aluminum screens.

Use Not Restricted Under NPA-M-4a



**WRITE OR WIRE TODAY FOR NAME OF JOBBER IN YOUR AREA
RUDIGER-LANG CO.**

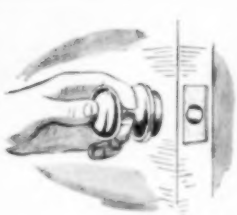
Factories in Berkeley, Calif., and Toccoa, Ga.

2701 EIGHTH STREET, BERKELEY 10, CALIFORNIA

P. O. BOX 408, TOCCOA, GEORGIA

one of the many extra-benefit features
built into

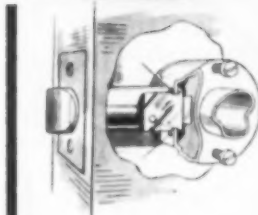
NATIONAL LOCKset
Patent Applied



1 Push in Lock Assembly



2 Push in Latch Assembly



3 Instantly Engage by firm
"Tongue-In-Groove" Contact

"Slot-Engage" Installation... a Profitable Time Saver

Among the extraordinary engineering features of popular, new NATIONAL LOCKset is the firm yet instant slot-engagement of latch body to lock body during installation on the door. • This one step alone saves valuable minutes, which become valuable

hours, when projected against almost any job. • Here is just one of many solid reasons why NATIONAL LOCKset is the best unit for you to buy, sell, specify and use. Write us for illustrated lockset catalog. It is reproduced in color and gives complete details.

America's
Outstanding
Lockset
Values...

Key Locks
Key Control
Locks

Turnbutton Locks

Pushbutton Locks

Privacy Locks

Knob Latches



order from your supplier

distinctive hardware... all from 1 source

NATIONAL LOCK COMPANY

Rockford, Illinois

• Merchant Sales Division



ANNOUNCEMENT

ANNOUNCEMENT

AMES BALDWIN WYOMING Co.

will be known as the

O. AMES CO.

Effective March 1, 1952.

Richard Harte

President



PARKERSBURG
WEST VIRGINIA

NORTH EASTON
MASSACHUSETTS



1902

1952

large economy size!

An all-time high of 1,075,000 units was set last year in Power Mower sales . . . with large 21"-22" mowers outselling their smaller brothers.

You can cash in on the sales trend to bigger power mowers—with DAVIS "large economy size" Model 52—the Big 22" mower with the little price tag.

Model 52—like all DAVIS reel type power mowers—has the exclusive *Flex-A-Matic* clutch . . . a throttle controlled V-belt automatic transmission—with full safety release—that eliminates the need for a separate clutch control lever. Safest! Easiest to operate!

A few of the many other exclusive features that make Davis different and better are: Rubber Mulching Roller

• Non-Clogging Drive Shaft Guard • Self-Aligning Bearing Sleeve • Unit Shipping Box • Today's Lowest-Priced Quality Mower Line.

All are important reasons why DAVIS will be your finest profit maker. See your Jobber or write.

G. W. DAVIS CORPORATION

Richmond, Indiana, U.S.A. • Established 1902

WHISPERING
Model 57
Streamlined
Beauty and
Mechanical
Perfection



National Advertising

4-SQUARE Model 54

New, improved
Smartly Styled
Davis Quality
Throughout!



Exclusive Davis FLEX-A-MATIC Safety CLUTCH

A V-Belt Automatic Transmission! Eliminates necessity for separate Clutch controls. Fully automatic. Safety release, manually controlled. Clutch operation controlled by throttle lever. Precision-made unit . . . No adjusting required.



MODEL 52
\$113.95*

22" Cut
Briggs & Stratton
1.6 H.P. Engine

*All Prices f.o.b.
Richmond Plus Tax

Model 50/50 — \$94.95*

18" Cut
Briggs & Stratton
and Clinton
1.1 H.P.
Engine



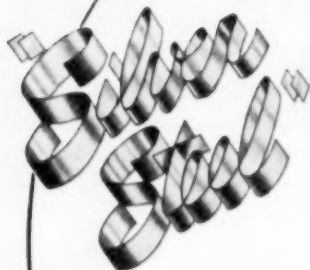
ROTARY "MULCHING" Model 51
20" Cut
1.6 to 2 H.P.
Clinton
Engine
\$127.95*



Davis Unit
Boxed
Exclusive
Patented

YEAR
'ROUND
PROFITS

ATKINS



SAWS

Through the years, the words "Silver Steel" have become buy-words with craftsmen everywhere—both professional and amateur. Those who work with tools, particularly saws and files, have learned by experience that Atkins "Silver Steel" products are the finest that can be made—finest quality and finest value!

All over America Atkins dealers are cashing in by displaying Atkins precision-built, "Silver Steel" cutting tools—selling to a ready-made, ever-growing demand that exists every month of the year!

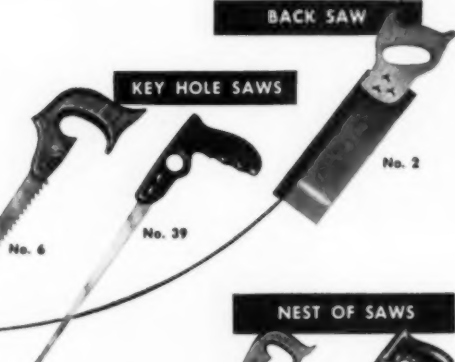
As a hardware retailer, it will pay you to investigate the year 'round profits potential of the complete Atkins line—saws for every purpose, every purse, every person! And all the kind of quality you will be proud to recommend.

COMPASS SAWS

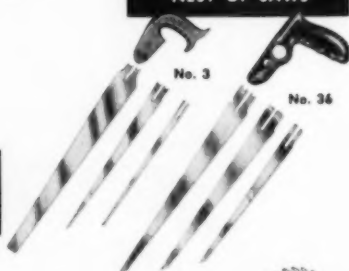


BACK SAW

KEY HOLE SAWS



NEST OF SAWS



DOVE TAIL SAW

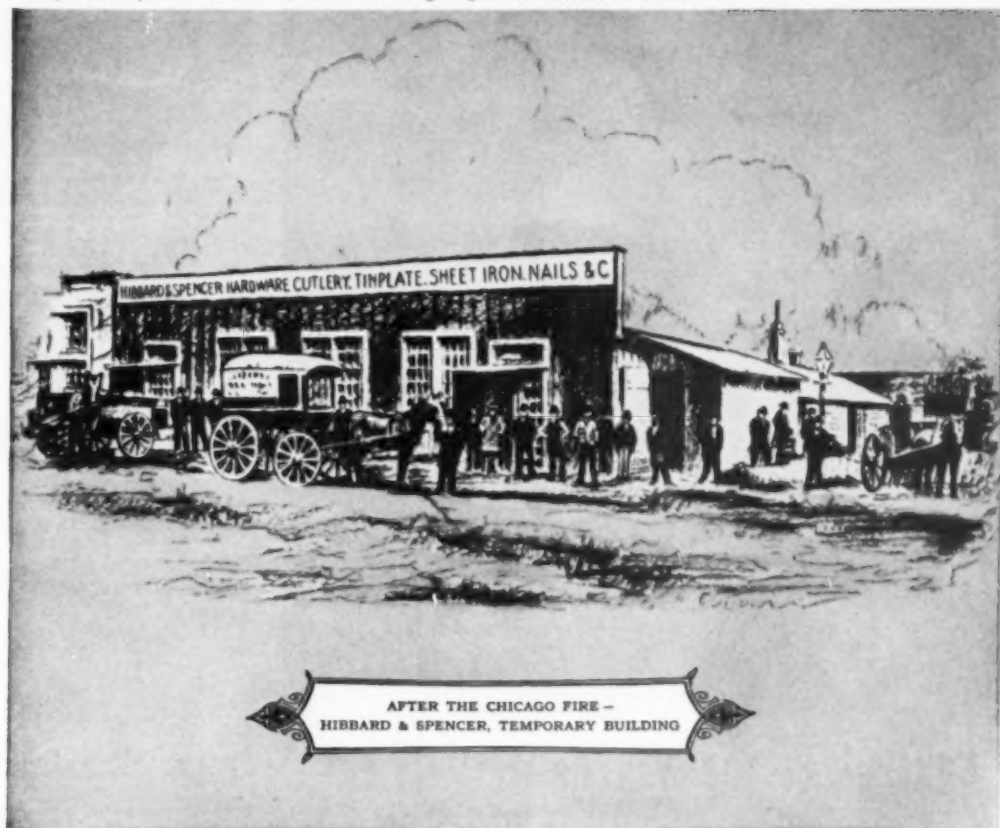


HAND HACKSAW
BLADE
DISPLAY
STANDS

ATTENTION!!!
SOUTHERN HARDWARE
JOBBER. COME TO OUR
CONVENTION HEADQUARTERS.
WE WANT TO VISIT WITH YOU

E. C. ATKINS AND COMPANY
402 South Illinois Street • Indianapolis 9, Indiana





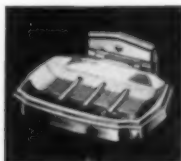
AFTER THE CHICAGO FIRE —
HIBBARD & SPENCER, TEMPORARY BUILDING

*Pioneers of
Better Living
for More People*

It was not the gold rush that brought young William Gold Hibbard out of the east in 1849. His destination was a promising western town called Chicago (population: 28,269). In his pocket, a fortune of three dollars—in his plans, a future in the hardware business.

Proof of his enterprise and vision is the Hibbard, Spencer, Bartlett & Co. of today—world-famous hardware distributors, 97 years young and planning for progress.

During its own 50-year history, the Autoyre name, too, has earned enduring leadership...through products which bring steady profits to distributor and retailer, sound value and better living to the consumer.



Autoyre

COMPLETE, MATCHED LINES OF ACCESSORIES
FOR BATHROOM • KITCHEN • CLOSET

The Autoyre Company • Oakville, Connecticut

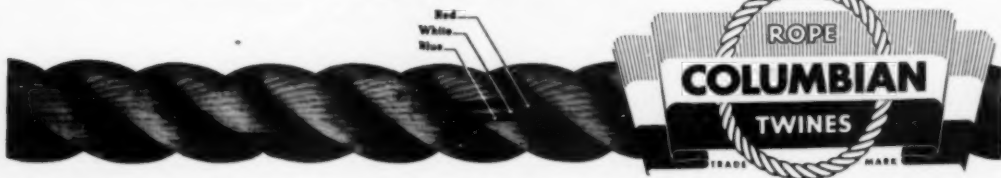


Control at the Source *Means a Finer Rope*

The grade of Manila fibre each Filipino produces depends largely on his thoroughness in stripping the pulp from the freshly cut Abaca stalks. Immediately after stripping, the fibre is hung to dry in the sun. Its quality is ruined if it is not dried at once, or if it gets wet while drying. Carelessness in either of these operations—stripping and drying—can seriously impair the strength of a rope you may someday use.

In order to obtain fibre of the finest quality we have our own organization in the Philippines (Columbian Rope Company of Philippines, Inc.) which comprises our own expert buyers as well as four grading and baling stations. This organization in the Philippines also supplies Manila fibre to other manufacturers throughout the world.

COLUMBIAN ROPE COMPANY, 440-70 GENESEE STREET
AUBURN "The Cordage City", N. Y.



Abaca, from which Manila fibre is obtained, is a species of banana plant native to the Philippines. The average plant bears in two years and must be harvested before blossoming since the amount of good fibre diminishes after flowers appear.



After the plant is cut down, natives peel off the layers of fibre in much the same way you strip a stalk of celery. Unless stripped within two days, the fibre becomes weak and discolored.



The origin of rope making is lost in antiquity. No one people (not even the Russians) can claim to have invented rope. The Egyptians, Greeks, Persians, Romans, and later the North American Indians, Peruvians and Nootka Indians of Vancouver Island, all knew how to make satisfactory rope and cord.



Here's how to identify Columbian Pure Manila Rope. On all sizes of $\frac{3}{8}$ " diameter and larger, you'll find the distinctive red, white and blue surface markers. In one of the strands there is a red, white and blue paper tape which is your guarantee of the finest manila rope.

Bright Wire Goods

THE COMPLETE LINE

Larson

*We Help
You Sell!*

STERLING, ILL.



The Color Packaged Line

- Bright Yellow Labels.
- Sturdy Kraft Boxes.
- All Shipments in New Corrugated Cartons, Wood Cases and Kegs.

CHAS. O. **Larson** CO. - STERLING, ILL.

CLEAN-CUT WIRE HARDWARE
CAREFULLY MADE

How an "outdoors" writer helps you sell

When a well-known writer and hunter gives some wise advice—his friends listen.

Carlos Vinson has made many friends through his stories about outdoor life. And sportsmen know that his opinions can be depended on.

Here's what Mr. Vinson is telling hunters about Peters ammunition in current issues of leading magazines such as *Country Gentleman*, *Field and Stream*, *Sports Afield*, and *Outdoor Life*:

"I do a lot of hunting. And no matter what kind of game I'm after, I count on Peters power to bring it down. I use 'High Velocity' shotgun shells for ducks and fox, and rifled slug or buckshot loads for deer, wild boar and bear. There's no doubt in my mind—Peters just can't be beat."

Your customers want the kind of power that Mr. Vinson writes about. That's why it pays you to recommend and sell the entire line of Peters ammunition. There's no more powerful ammunition in the world than Peters "High Velocity."



Stock PETERS power-packed ammunition



Peters "High Velocity" big-game cartridges pack smashing power for hard-to-stop game. Uniform bullet expansion, minimum disintegration on impact, maximum killing energy. "Rustless" non-corrosive priming for fast ignition.



Power-packed Peters "High Velocity" shotgun shells bring down high, fast-flying game. "Rustless" non-corrosive priming for split-second ignition • "Water-Tite" bodies • progressive-burning smokeless powder • uniform shot size and shot count.



Hard-hitting Peters "High Velocity" 22's are tops for small game and pests. "Micro-Perfect" bullets • newest smokeless powder • special lubrication to protect rifling • "flat" trajectory • "Rustless" non-corrosive priming for split-second ignition.

PETERS ^{sales} packs the power



PETERS CARTRIDGE DIVISION, BRIDGEPORT 2, CONN.

"Rustless" is Reg. U. S. Pat. Off. "High Velocity" is a registered trademark of Peters Cartridge Division, Remington Arms Company, Inc.

the MOST POWERFUL FLASHLIGHT-LANTERN MADE!

JUSTRITE

Yellow-Flash-8

Truly in a class by itself! No other light can come close to its 2500 ft. beam. Fits in space 8" by 3" by 3". Compare these other outstanding features with any other flashlight sold:

FULLY ADJUSTABLE LIGHT UNIT
With focusing spot beam. Easily tilted to any desired position. Highly polished silver plate reflector. Convenient "flip" switch.

SPECIAL PATENTED DUO-CIRCUIT
Allows use of 8 standard flashlight batteries or one 6-volt lantern battery. (Bulb furnished for 8 flashlight cell operation).

Fully Convertible



Special, patented duo-circuit. For powerful light, uses 8 standard flashlight batteries with 12-volt bulb. For longer life, uses one 6-volt lantern battery with 6-volt bulb.



PLUS NATIONAL
ADVERTISING
for year round profits

JUSTRITE Mfg. Co., 2061 N. Southport Ave., Chicago 14, Ill.

Holes for thong or ball to carry on arm

**ACTUAL
SIZE**

BAKED-ON YELLOW ENAMEL CASE
Of rustproof metal with high-visibility yellow and gray baked-on enamel. Square in design for self-standing. Lightweight and long lasting.

"DOUBLE" CARRYING HANDLES
Handles hold flashlight-lantern firmly for full control and convenient handling. Handles fold flat against case when not in use.

only
\$3.95
less batteries

***Lowe Brothers Dealer credits growth to "customer preference and superior advertising!"**

46 YEARS OF SUCCESS

A paint dealer who has been in business 4 decades has had plenty of time to analyze the selling merits of different paint lines—and to compare the advertising and merchandising support they offer. Here is a successful dealer, with 46 years of experience, who reports that his "business has been built" on a customer preference for the high quality of Lowe Brothers Paints and the consistent advertising support which backs them.

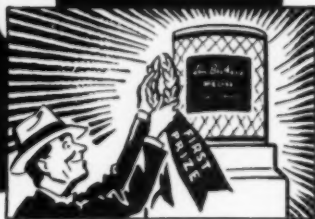
This dealer expresses precisely what so many other old and new dealers are telling Lowe Brothers today when he states: "Your advertising programs, uniformity of packaging design and national reputation for quality have produced repeat business with a minimum of sales effort. We consider your advertising program superior to any other offered. We have found that the special promotional programs offered by you have resulted in increased business for us."

The comments of this dealer add to the already overwhelming evidence that Lowe Brothers' great combination of unsurpassed quality, distinctive packaging, consumer appeal and aggressive advertising support means bigger, better paint business for L. B. dealers everywhere. Write for agency particulars.

The Lowe Brothers Company • Dayton 2, Ohio

*Name on request

Lowe Brothers
PAINTS ★ VARNISHES



UNSURPASSED QUALITY



DISTINCTIVE PACKAGING



CONSISTENT ADVERTISING



CONSUMER APPEAL



But — there's no substitute for Opal!

Right, friend cow . . . that personal touch makes Opal galvanized screening impossible to copy. Master weavers personally supervise production . . . never release any but the finest examples of their skill. And we love 'em for it. Opal's precision and perfection is winning new admirers everywhere . . . except among insects, of course! Check the complete list of selling features, you'll see why Opal's tops for volume and profit.

Multi-Strand Edge

. . . the exclusive feature that gives extra strength, perfect wire alignment, better tacking surface.

No Roll-Back

. . . lies flat when unrolled . . . can't snap back.

Measure Edge

No fumbling with rulers . . . Opal Screening is plainly marked in six-inch and one-foot measurements.

Uniform

. . . precision-drawn wire, expert weaving . . . these make Opal the most uniformly perfect screen you can buy.

Even

. . . no stretching or pulling during installation . . . fits frame perfectly on all sides.

Appearance

Full-gauge, hard-drawn steel wire with weather-proof white satin finish.

Opal is the screening for building volume, repeat sales, profits. Order yours now!

Fitting Companions . . .

. . . to Opal are Aldura, the new Alclad aluminum alloy that doesn't stain, and Liberty Bronze, a superior full-gauge wire that defies weather.

ACTUAL QUOTES FROM DEALERS

"...If you can't send Opal, notify us."

"... Ship only Opal."

"...35 rolls — and please be sure it's Opal."

"...You spoiled me for other screening."

"...Same as the last time
... Opal, with the ruler
marks on the side."



**NEW YORK WIRE CLOTH
COMPANY**

New Canaan, Connecticut

Write for catalog and price
calculating surface table booklet

King Hardware Presents . . .

NEW IMPORTANT FEATURE IN LAWN MOWERS

MOTO-MOWER
with

WEED TOPPER



Greater cutting capacity with Moto-Mower's Weed Topper... once-over cutting leaves a beautiful lawn... no dandelions, plantain, or other obnoxious weeds left uncut. Moto-Boy and Scout power lawn mowers now available with Weed Topper as original equipment.

**SEE YOUR KING
HARDWARE SALESMAN
FOR FULL LINE OF
MOTO-MOWERS**



KING HARDWARE COMPANY

**490 Marietta Street
ATLANTA, GEORGIA**

"Grass Roots" Salesmen...



JACK P. TIMMONS is Radio Farm Director at KTBS, the only full-time farm director in the Ark-La-Tex area. In addition to traveling 24,000 miles last year in the interests of his listeners, he held two clinics at KTBS for teachers of vocational agriculture, and he initiated the award of four Junior Livestock Showmanship trophies to be presented annually at the Louisiana State Fair by KTBS.



W. A. "Doc" RUMMANN directs the agricultural activities of WBAP. He has made many contacts with farmers and ranchers through his previous work as teacher of vocational agriculture, extension service specialist and county agent. At present "Doc" raises his own herd and takes an active part in the various farm programs in WBAP's listening area.



GEORGE SHANNON is WWL's Farm Service Director. He works closely with Federal, State and County agricultural authorities, and last year traveled 30,000 miles, visiting farmers and ranchers and conducting educational tours. George directs WWL's annual Livestock Improvement Contest for 4-H members, and on the side, raises his own stock for experimental purposes.

they help you sell U-S-S Steel Products

T. C. I. News Round-up may be heard on these stations

WSM	Nashville
12:00 Noon	M. W. F.
WSB	Atlanta
12:30 P.M.	M. W. F.
WBT	Charlotte
12:15 P.M.	M. W. F.
WMC	Memphis
12:00 Noon	T. Th.
WWL	New Orleans
6:00 A.M.	M. thru F.
WBAP	Dallas-Ft. Worth
6:30 A.M.	W. F.
WOAI	San Antonio
12:15 P.M.	M. W. F.
KTBS	Shreveport
12:30 P.M.	M. thru F.
KTRH	Houston
6:15 A.M.	F.
WJZZ	Montgomery
6:15 A.M.	M. thru F.

● T.C.I. has ten radio "salesmen" on various stations throughout the South. None of them is just an anonymous voice; most of them are well-known men who take an active part in the affairs of their communities; some of them, like those pictured here, are outstanding farm reporters and agricultural authorities in their own right.

The selection of important personalities for T.C.I.'s *Farm News Round-up* adds to the popularity of the programs and to the effectiveness of the selling messages on American Fence, Tennesseal V-Drain Roofing and other U-S-S Steel Products. Most of these T.C.I. farm reporters make hundreds of personal contacts at fairs, auctions and other agricultural meetings each year, and occasionally they broadcast their programs directly from such affairs. On and off the air, they are winning friends for the U-S-S Steel Products you sell.

Listen to the station in your area that carries the T.C.I. *News Round-up*. These radio programs are helping to build you a better business.

TENNESSEE COAL & IRON DIVISION, UNITED STATES STEEL COMPANY, GENERAL OFFICES: FAIRFIELD, ALABAMA
DISTRICT OFFICES: CHARLOTTE • FAIRFIELD • HOUSTON • JACKSONVILLE • MEMPHIS • NEW ORLEANS • TULSA

U-S-S AMERICAN FENCE
U-S-S TENNESEAL V-Drain ROOFING

UNITED STATES STEEL



Point-of-Sale DISPLAY PACKAGE Complete with \$7.56 Farm Tarpaulin



Here at last is the ideal sales getting display . . . ideal because it takes a minimum of space . . . ideal because it shows the actual Eagle Farm Tarp with a full color illustration to your customers at the point of sale. Yes, this new Eagle Display is a real silent salesman . . . selling for you. And there's no fuss and bother putting up this display. Simply place the box in the lid as illustrated . . . that's all there is to do . . . and you have a permanent display.

SIMPLY SET UP
AS ILLUSTRATED
FULL COLOR SALES
MESSAGE INSIDE LID IS
A CONSTANT
SALESMAN

BOX CONTAINS
REGULAR NO. 1 SIZE
6 x 8 EAGLE FARM TARP
... READY TO DISPLAY
... READY TO SELL

4 OUT OF 5
WHOLESALE CARRY
EAGLE FARM TARPS . . .
THE ONLY NATIONALLY
ADVERTISED TARPULIN
WITH THE EXTRA
STRENGTH FEATURES

HERE'S ALL YOU DO TO GET YOUR FREE EAGLE FARM TARP* AND DISPLAY PACKAGE

Get in touch with your wholesale salesman. He will arrange to have your Eagle Tarp Display box complete with an Eagle Farm Tarp sent to you direct from the factory free of extra cost with your order for 6 or more Eagle Farm or Truck Tarpaulins. Or if your stock of Eagle Tarps is adequate you can buy from your wholesaler one 6 x 8 Farm Tarp in the display package at your regular cost of \$5.04 for this size.

*"Farm Tarp" is the registered trade mark of H. Wenzel Tent & Duck Co.

Don't wait . . . order your Eagle Tarpaulins now and get your colorful display . . . the display that's designed to sell Eagle Farm Tarps. Remember, you simply order from your wholesaler as usual . . . and your display package and free Eagle Farm Tarp will be shipped directly from the factory to insure its arrival in the best possible condition.

This Special offer expires April 30, 1952.

FARM TARPS & TRUCK TARPS

H. WENZEL TENT & DUCK CO.
ST. LOUIS 1, MISSOURI

BRING YOUR TACKLE DEPARTMENT UP TO DATE WITH

Genuine Airex Lures

Spinning enthusiasts the country over are saying that every lure in the AIREX line is a "killer". And they're right! Because every AIREX lure is designed by experts and engineered by craftsmen!

AIREX, you know, pioneered Spinning in America, and manufactures the only complete line of spinning lures. Consistent AIREX advertising will bring more Spin-fishermen to your store. Cash in — stock AIREX!



551-Airex Popit-Frog. 1/2 oz. Plastic surface popper. For shallow water, around lily pads. Gets large-mouth bass, big trout, pike, pickerel, muskie. \$1.15 ea.



571-Airex Fluke. 1/2 oz. Red or yellow perch-scale. Minnow replica in rubber-like plastic. Hinged, active body. For all game fish. Individually boxed. \$1.35 ea.



503-Vogue Weedless. 1/4 oz. Successful over weed beds, lily pads. For all game and pan fish. Single hook and deer hair hackle. 65¢ ea.



514-Airex Devil Dog. 1/2 oz. New type wobbling lure. Cannot twist line. Treble hook. Plastic body. For bass, trout, pike, pan fish. 65¢ ea.



516-Airex Merry Widow. 1/2 oz. Multi-headed body. Modified Indiana blade prevents line twist. Treble hook. For bass, pike, pickerel. 65¢ ea.

NEW LURE DISPENSER.

Attractively colored Dispensing Board. Displays 12 AIREX lures. Easily detached for quick retail sales. Specify "Dispenser" on lure orders. \$7.90 ea.



577-Airex 10-lure gift box. 10 Selected spinning lures in lucite box. \$6.50 ea.



578-Airex Ready Kit. Plastic box. 3 Airex lures. 3 anti-twist keels. 2 spinning lead-ers. 3 snap swivels. Display cartons of 12. \$2.50 ea.



AIREX CORPORATION
Division of the Lionel Corporation
411 Fourth Ave., New York 16, N.Y.

"DESIGNED BY EXPERTS... CHOSEN BY CHAMPIONS"

LIGHT

1/8-1/4 oz.



512-Airex Gold Digger. 1/8 oz. Shallow running lure. For trout, bass and all pan fish. Treble hook. Moderate retriever. 65¢ ea.



500-Fresh Percho. 1/5 oz. World's most popular spinning lure. For game and pan fish. Slow retriever. 65¢ ea.



504-Brown Godert. 1/5 oz. Deep running lure. Perfect for pike, trout, bass. Single hook. Moderate retriever. 65¢ ea.



513-Airex Wildcat. 1/4 oz. Perfect shallow water lure. Counter rotating propellers. Treble hook. Slow fast retriever. 65¢ ea.



515-Airex Twin Spinner. 1/4 oz. Counter rotating propellers. Treble hook. Slow retriever. Cannot twist line. 65¢ ea.

HEAVY

3/8-1/2 oz.



575-Airex Devil Dog. 1/2 oz. Heavier edition of item 514. Treble hook. Individually boxed. \$1.90 ea.



510-Airex One-Eyed Wobbler. 1/2 oz. "Flash" free flash. Treble hook. A good trolling lure. 65¢ ea.



505-Ablette. 1/4 oz. Fast counter. Anti-fading hook device. Single hook. For all game fish. 65¢ ea.

Save your breath - Pa!



No hardware dealer using the McKay Silent Chain Salesman needs a long winded sales story. The Silent Chain Salesman shows nine actual chains, lists sizes and prices. You can increase chain sales easily with this "packaged promotion." Write and find out how!

THE McKay COMPANY

442 MCKAY BUILDING • PITTSBURGH 22, PA.





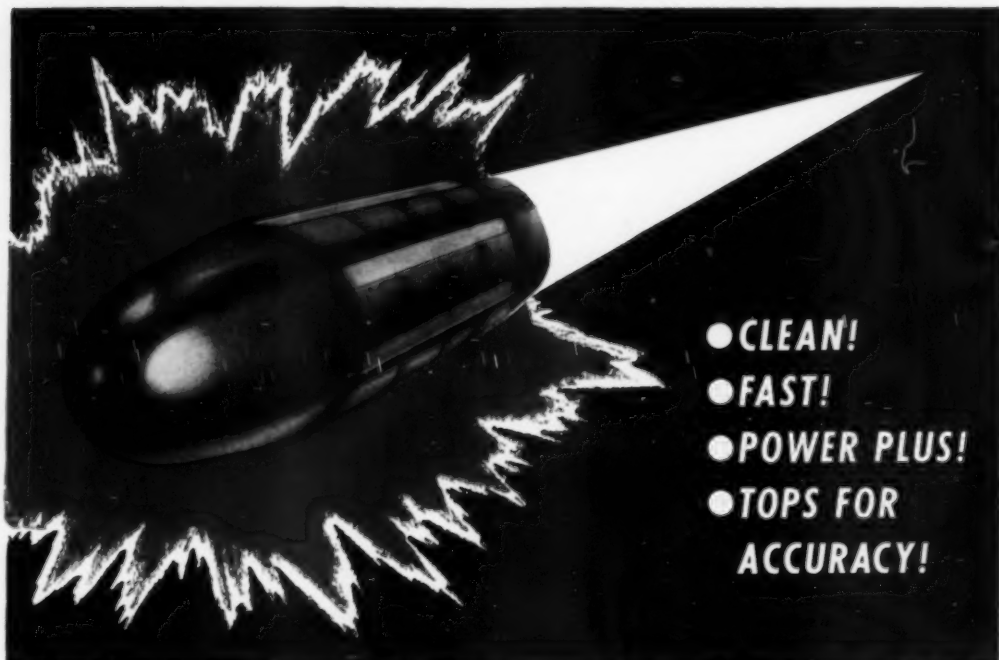
by **MARIGOLD BRONZE
EGYPTIAN BRONZE
YORKBEST-ELECTRO PLATED
ALCOA ALUMINUM
SCREEN CLOTHS**



GUARANTEED BY *THE FROTHERS CO. SOUTHERN*

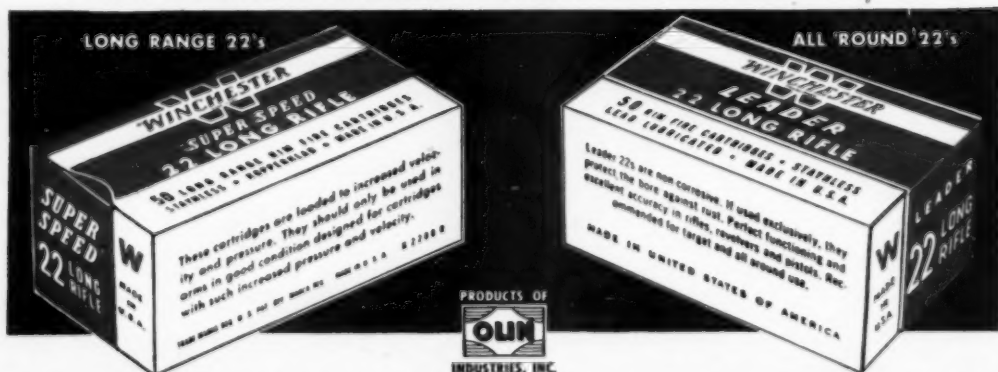
YOU CAN RECOMMEND WINCHESTER 22's WITH COMPLETE CONFIDENCE

...and keep your customers coming back!



- CLEAN!
- FAST!
- POWER PLUS!
- TOPS FOR ACCURACY!

WINCHESTER TRADE-MARK *SUPER SPEED* and **LEADER**



PRODUCTS OF



INDUSTRIES, INC.

WINCHESTER REPEATING ARMS CO., DIVISION OF OLIN INDUSTRIES, INC., NEW HAVEN 4, CONN.



It--

fit!

**ELEPHANT
BRAND**

In the All-Steel **CHAIN-TAINER** WITH THE HANDY HANDLE

EVERYBODY says it's the handiest way to buy chain they've ever seen. That's why the sales of ELEPHANT Brand "CHAIN-PACK" are going up — Up — UPI!

The "CHAIN-TAINER" with the handy handle is a strong, attractive, all-steel container that's ideal for re-use. It contains 100 lbs. of any one of the 4 fastest-selling sizes of ELEPHANT Brand PROOF and BBB Chain, made by the oldest chain manufacturer in America. It's sealed to protect the chain against rust.

ELEPHANT Brand "CHAIN-PACK" is a superior package — of quality chain — priced for competitive selling. It's easy to handle — stock — display — sell. Push it — and PROFIT!

Two Different Colored Labels for Easy Identification:

GREEN LABEL: Identifies PROOF Coil Chain

RED LABEL: Identifies BBB Coil Chain

Size of chain, weight, and approx. footage clearly indicated on labels.

Ask Your Jobber

ELEPHANT  **BRAND**
Products

NIXDORFF-KREIN MFG. CO., 916 HOWARD ST.,
ST. LOUIS 6, MO. — EST. 1854



MAKERS OF ALL TYPES OF WELDED CHAINS • TIRE CHAINS • SINGLE TREES • WAGON AND TRUCK HARDWARE



**HIGHLIGHT
YOUR
OUTDOOR
PRODUCT
DISPLAYS**

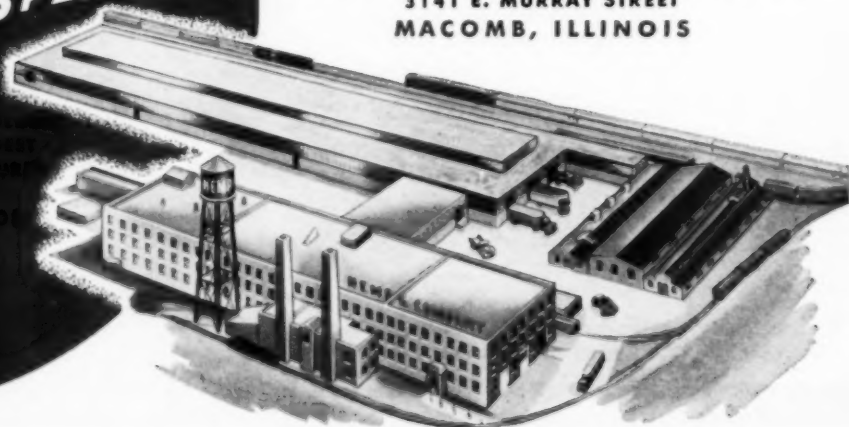
LITTLE BROWN JUGS AND CHESTS

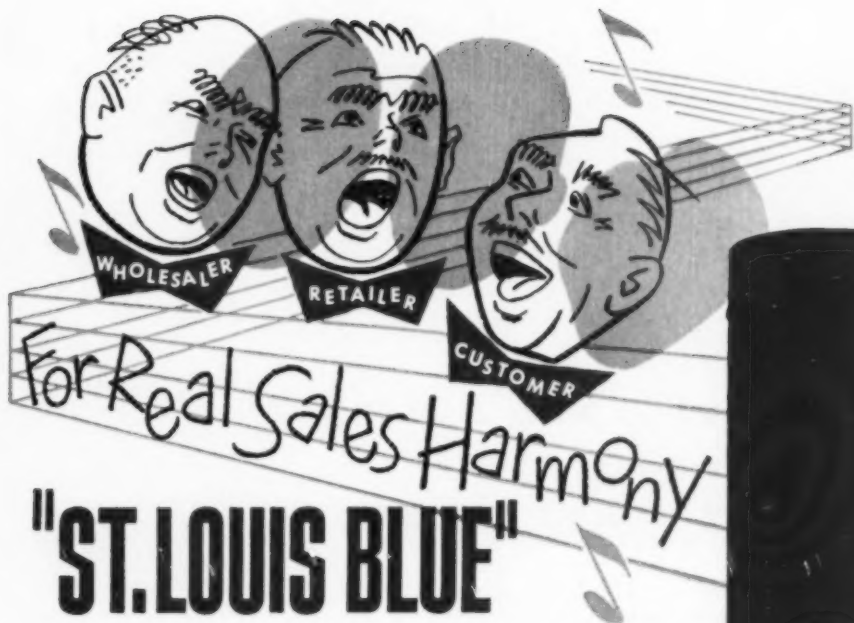
Their streamline design, lustrous baked enamel finish and sparkling fittings—matched only by their many exclusive, practical, proved-in-use features—make this the most sought and bought line of outdoor jugs and chests on the market.

Order From Your Jobber, Today!

HEMP & COMPANY

3141 E. MURRAY STREET
MACOMB, ILLINOIS





Tempered Steel STOVE PIPE

Now's the time to stock up for Fall!

Now while supplies are still available — and prices are right — is your big opportunity to prepare for an extra-profitable 1952 stove pipe selling season.

Your customers ask for famous "ST. LOUIS BLUE" because they know it is stronger, longer-lasting and better-looking. You can sell "ST. LOUIS BLUE" with confidence, because you know it is backed by JE's 64 years of skilled manufacturing experience.

plan now to . . . Let "St. Louis Blue" win more sales for you in 1952!

Sold through Hardware Wholesalers Only —
Contact your wholesaler today.



JACKES-EVANS MFG. CO. • St. Louis 15, Missouri

Manufacturers of the famous

Hearth Glo Gas Room Heaters and

Hearth Flo Gas Circulators



MORE HORSES AND MULES WEAR PHOENIX SHOES THAN ANY OTHER BRAND

How Are You Stocked to Take Care of This Business?

For 69 years, millions of users have looked to PHOENIX for the finest in horse and mule shoes. Today — more PHOENIX shoes are sold than any other make in the world.

There must be a good reason for this success story — and there is: PHOENIX makes better shoes . . . and more of 'em. There is a size, weight and style for every horse and mule performing under *any condition*. And each shoe is shaped, punched and creased for an EXACT fit. In addition, only high quality forging steel is used . . . to insure extra long wear.

PHOENIX invites you to share in their success. If you do not now carry this leading brand, contact the manufacturer or your jobber immediately. Or, if you do stock PHOENIX shoes, check to make sure your line is complete. Be prepared to meet all the needs of all your customers, today!

PHOENIX MANUFACTURING COMPANY

*World's Largest Manufacturer
of Horse and Mule Shoes*

Joliet, Illinois



Catsauqua, Pennsylvania



Will you get MORE CALLS for this little book than we do?



Only you can answer that!

Starting April 19 in the Saturday Evening Post ... and continuing through your whole summer selling season —

138-million sharp, little ads keep telling folks in your community to get free at your store the famous cartoonist don herold's amusing Green Spot booklet, "How to Water Your Lawn ... Right!" —

If you don't have don herold booklets for them — and that's strictly up to you alone — your good, paying customers naturally will write to Green Spot.

If you want to build store traffic — call the Green Spot wholesaler today. Let him show you how simple and easy it is to make your store Green Spot headquarters. And that's the best way in which you can profit from this skillfully planned Green Spot promotion aimed right at your own retail level!

Talk today to the wholesaler who represents America's most complete, high quality line of garden hose fittings.



Note Twin-Dial Power Heads

Promoted in all Green Spot ads — the Green Spot WEATHER-MATIC Sprinkler with twin-dial powerheads to retail at \$7.95 — Other Green Spot Automatics as low as \$3.25 at retail.



- NEW YORK **Herald Tribune**
- The Detroit News**
- CLEVELAND PLAIN DEALER
- The Birmingham News**
- THE HOUSTON POST**
- Democrat & Chronicle**
- The Charlotte Observer**
- CHICAGO DAILY NEWS
- The Salt Lake Tribune**
- THE SPOKESMAN-REVIEW**
- THE SUN**
- The Times-Picayune**
- NEW ORLEANS STATES

- The Sunday Star**
- WASHINGTON, D.C.
- THE INDIANAPOLIS STAR**
- THE ARIZONA REPUBLIC**
- Providence Sunday Journal**
- The Florida Times-Union**
- BOSTON SUNDAY HERALD**
- Sunday Journal**
- THE COMMERCIAL APPEAL
- The Dallas Morning News**
- Minneapolis Sunday Tribune**
- THE CINCINNATI ENQUIRER**
- St. Louis Globe-Democrat**
- Los Angeles Times**
- San Francisco Chronicle**
- The Pittsburgh Press**
- THE MILWAUKEE JOURNAL**
- MIAMI SUNDAY NEWS**
- Des Moines Sunday Register**
- The Sunday Bulletin**
- PHILADELPHIA

Green Spot®

KEEPS THAT SPOT GREEN

Sprinklers • Hand Sprays • Hose Nozzles • Quick Connectors
"Y" Connectors • Couplings • Hose Menders • Clamps • Goosenecks

See your wholesaler or write Green Spot Division, Scovill Mfg. Co., 34 Mill St., Waterbury 20, Conn.

THIS WEEK magazine goes to more than 10 million homes with these 31 great Sunday newspapers.

A PRODUCT OF SCOVILL

1 Out of 3 Who Buy Pocket Knives

CAMILLUS Household Cutlery PERMANIZED EDGE

CAMILLUS household cutlery is made of high carbon stainless steel . . . forever holds its gleaming finish. All blades are force molded into beautiful and permanent nylon handles. The complete line—open stock, carving sets, steak sets, kitchen rack sets—has received the Good Housekeeping Seal of Approval and the Fashion Academy Award for design.



SPECIAL OFFER!

Ask your distributor how you can get this beautiful display-dispenser with a low-cost starter stock. The center portion (D-11) displays the complete 11-piece open-stock line of CAMILLUS household cutlery.

To display CAMILLUS sets you can get the 2 wings (D-11L and D-11R) that fit on each side of the open stock display as shown. Sets displayed on these wings compel customers to look—and buy.



EFFECTIVE SALES HELPS ALL FREE!

Newspaper advertising mats featuring open stock knives, sets and the Good Housekeeping Seal of Approval . . . window and counter display cards . . . radio spots and chain breaks . . . sales training material . . . all are yours for the asking. All will promote you as CAMILLUS headquarters in your area.

Why You should use these displays

* In hardware stores all over the nation, over one-third of all customers who buy pocket knives by name, ask for CAMILLUS as uncovered in an independent survey conducted by Popular Mechanics magazine. That's why it is smart to stock the CAMILLUS line.

But how about the "impulse buyers" . . . the people who buy because they see an attractive display. You can sell more "impulse buyers" with the Camillus complete line of sales-making displays. Surveys on general lines of merchandise prove that up to 29% of "impulse" sales result from mass display. They further prove that from 4 to 6 times the amount of merchandise is sold from aisle displays than is sold from shelf display. Install these CAMILLUS displays now and win two ways!

ALL THESE SALES HELPS FREE

National Consumer Advertising

The only consistent national advertising on any pocket knife line is repeatedly telling customers right in your community all about CAMILLUS pocket knives.



Newspaper Mats for your Local Advertising

They pick up the national advertising story and remind customers that you sell CAMILLUS knives.



Window and Counter Display Cards

Including the striking TRYLON KNIFE STAND. Ties in with advertising and gives giant display to popular CAMILLUS knives.



Radio Scripts

Minute, half minute and station-break brisk sales talks on the quality and variety of CAMILLUS pocket knives. Sportsmen, craftsmen, carpenters, farmers and others who buy CAMILLUS pocket knives are prospective customers for other merchandise in your store.



Catalog of the Complete Line

Will help you order and will help you sell. Gives many facts about knives—how to sell them, how to care for stock, and how to display them.



Facts for Sales People

To instruct your store personnel on Sales Points and help them do a better selling job.



CAMILLUS CUTLERY COMPANY

14 Commerce St.,

Camillus, N. Y.

by Name Ask for **CAMILLUS!**

Now Sell the Impulse
Buyers with These Arresting
Point of Sale Displays!

Yes—set the stage for sales and let the big name in pocket knives start your cash register jingling. CAMILLUS offers you a complete line of aisle-and-counter displays that are designed to stop and sell your customers . . . both the customers who come into your store looking for CAMILLUS knives by name, and the "Impulse Buyers" in your daily store traffic:

No. D-51 FLOOR CASE: Here's the bell ringer, the big-volume-producer that will catch every eye. It can be had with any selection of CAMILLUS pocket knives plus any selection of CAMILLUS household cutlery, and other non-competitive cutlery products you may want to show; such as shears, hunting knives, etc. Locked stock compartment. Every item mounted at the factory.



D-51
Floor Case

No. 52-12—12 PIECE COUNTER DISPLAY: Ideal for the smaller store, or for a gift, sports or other separate department in a larger store. Displays 12 knives, with room for stock in the rear. Locked compartment.

No. 46-24—24 PIECE COUNTER DISPLAY: Equipped with bright red panel, this counter display fits into any store area and is designed to catch all eyes. This case occupies little counter space and the rear locked compartment holds up to 24 dozen knives. A sturdy lock prevents pilfering.

No. D-25 RE-FILL PANEL FOR COUNTER DISPLAY: Intended either as a refill for 24 piece counter case (No. 46-24) or as a new display for your window, this handsome red display panel shows 25 different knives, selected to satisfy each locality. Numbers and prices are marked under knives. Can be changed if you wish.



46-24
24 Piece
Counter Display



D-25
Refill Panel
for Counter Display

Get in touch with your distributor today. Start these hard-hitting CAMILLUS sales helps working for you without delay.



52-12
12 Piece
Counter Display

CAMILLUS
has the edge!

Continental

Finest quality since 1905

ALL-WOOD PRODUCTS: Screen Doors; Combination Doors; Extension Window Screens; Full-size Window Screens; Storm Doors; Combination Screen and Storm Doors.

Nation-wide availability

FIVE PLANTS TO SERVE YOU

Minneapolis, Minnesota

Eurlington, Vermont

Carroll, Michigan

Philadelphia, Pennsylvania

Memphis, Tennessee

All-wood screen products

CONTINENTAL SCREEN COMPANY

BOOK BUILDING • DETROIT 26, MICHIGAN

Cut in on Your Share of the Profits

WITH MANN'S 3 MOST POPULAR SOUTHERN AXES

For more than a century, Mann axes have met the exacting standards of men who demand the most from the tools they use. Each model is manufactured with the utmost care and precision and is custom-designed to do a specific job. Southern axemen know and appreciate the top-flight quality they find in a Mann Edge axe. That's why you can depend on greater sales and greater profits when you stock the Mann line.

COLONIAL Western Double Bit—Leader of our top-quality Southern line, it's satin-smooth and fully polished . . . has blue bevels. Handle is first quality white hickory.

COLONIAL Kentucky Eared—This single edge beauty is designed for deep bites . . . beveled for easy withdrawal from cut. Fitted with first quality white hickory handle.

KNOT KLIPPER Warranted Baltimore Jersey Single Bit—A skilled axeman's axe, it's designed to meet every need of the woodsman. Hand-made, rust-resistant, natural baked finish. First quality, white hickory handle.



COLONIAL
Western double bit



COLONIAL
Kentucky Eared



KNOT-KLIPPER
Warranted Baltimore-Jersey

We Are Represented in . . .

Kentucky, by
C. R. Eaves Company
P. O. Box 348
Chattanooga 1, Tenn.
Alabama
Florida
Georgia
S.E., So. Car.

Tennessee, by
Carter Hough, Jr.,
& Associates
P. O. Box 2999
Jacksonville 4, Fla.
Pennsylvania
Maryland
Delaware

New Jersey
Washington, D. C., by
Joseph DeJura & Son
7103 Hilltop Road
Upper Darby, Penna.
Arkansas
Louisville, Ky.
Louisiana

Mississippi
Oklahoma
Texas, by
George A. Sloan
and Associate
Room 207
309 Center St.
Little Rock, Ark.

MANN EDGE TOOL CO.

LEWISTOWN, PENNA.



It Takes A MANN
To Do A Man's Job

Just watch the "lovelight" for fine tools in your customer's eyes when he handles these wonderful tools in your store!

There's no substitute for quality . . . and there's no quality like Sandvik Fish & Hook Brand for saws . . . like Shark Brand for chisels. Nothing replaces the world's finest Swedish steel, careful design and meticulous craftsmanship in each of these tools!

THREE OF A KIND!

Sandvik Bow Saws, Sandvik Hand Saws, and Shark Brand Chisels need no sales talk . . . Swedish Steel, and keen performance do their own talking. BE SURE TO SELL ALL THREE.



Write for Catalogs,
and tell us the
name of your Jobber

Sandvik Saw & Tool
DIVISION OF SANDVIK STEEL

47 WARREN ST. NEW YORK 7, N. Y.

Planet Jr.®

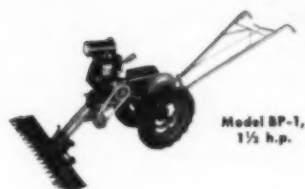
gives you 4 ways to
Tractor Sales!

NEW! The Planet Jr. 1 h.p.
"Tuffy" and attachments*
can open an entire new
tractor market for you!

4 VERSATILE MODELS

4 ATTRACTIVE PRICES

4 SALES OPPORTUNITIES



Model BP-1,
1 1/2 h.p.



Model B-B,
2 1/2 h.p.



Model HW,
5 h.p.

**FINEST
IN THE FIELD**



Now you can offer every customer
a tractor that is *exactly* suited to
his needs! Is he a suburban home-owner who wants a
small, lowest-cost tractor for chores? Then the power-
ful little 1 h.p. "Tuffy" Planet Jr. is for him. Is he a
large-scale commercial grower? Then the mighty 5
h.p. Planet Jr. is what he's looking for. Yes, the Planet
Jr. line includes a job-engineered tractor for every one
of your customers... and every one of them has a
full selection of efficient attachments... every one
carries the famous sales-clinching Planet Jr. name!

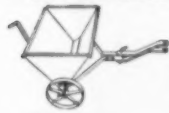
See your Planet Jr. Distributor or send
for Tractor Catalog and Literature.

Planet Jr.

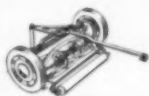
S. L. ALLEN & CO., INC.

3421 N. 5th Street, Philadelphia 40, Pa.

*—HERE ARE THE ATTACHMENTS FOR THE NEW PLANET JR. "TUFFY"—



Fertilizer



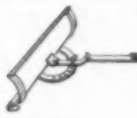
Lawnmower



Trailer Cart



Seeder



Grader



Cultivator

Now A New Turnbuckles

Bright Wire Line

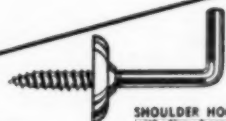
TO MAKE YOUR BUYING EASIER



SCREW HOOKS—square bend, curtain rod hooks, steel or brass.



SCREW EYES—large, medium and small eyes, in steel or brass.



SHOULDER HOOKS—brass with firm base.



GATE HOOKS AND EYES—full size range.



CUP HOOKS—brass with firm base.



PORCH SWING HOOKS—with lag thread.



EYE BOLTS—with lag thread, turned eye.



SCREW HOOKS—round end ceiling type, in steel or brass.



CLOTHES LINE HOOKS—plate and screw type.



HAMMOCK HOOKS—plate and screw type.



EIGHT HOOKS—in steel or brass.

Other Turnbuckles Products



TURNBUCKLES—"Alumaloy" bodies, steel hooks and eyes.



SCREEN DOOR BRACES—Steel rods with sturdy "Alumaloy" bodies.



EYE BOLTS—wrought nuts, bright zinc plated.



U-BOLTS—complete with plates and hex nuts.



S HOOKS—in a wide range of sizes.



UTILITY HOOKS—cold drawn, work hardened steel.

Turnbuckles

TURNBUCKLES, INC.

BOX 333, MICHIGAN CITY, IND.

Factory: GRAND BEACH, MICH.

"One Good Turn(Buckle) Deserves Another"

THE
Turnbuckles Line
Saves Money and Time!

1. Packaged for quick identification and easy sales.
2. Immediate shipment on orders from a central location insuring quick delivery.
3. A complete line eliminates losses on shipping charge minimums.

**REFLECT!
REFLECT!**

here's the insulation they take
home and put up themselves
...quickest, easiest!

REYNOLDS ALUMINUM REFLECTIVE INSULATION



250 SQ. FT. IN ONE 15-LB. ROLL...
25", 33" and 36" WIDE.

TYPE B—
FOIL on both sides,

TYPE C—
FOIL on one side.

*High efficiency without bulk and a perfect vapor barrier
...at much lower cost than most bulk insulations!*

You don't need a warehouse for these convenient rolls, attractively boxed. A customer can walk out with enough for an average-size attic...and do the job himself on his Saturday off.

He gets immediate results in home comfort, too... up to 95% radiant heat reflection in walls, under rafters or over ceiling joists. Reflection works from whatever direction the heat comes...summer temperatures reduced up to 15°, important winter fuel savings.

Here's an over-the-counter seller you'll want to keep going even though military demand for aluminum now limits civilian supply. Call your jobber or mail the coupon. Reynolds Metals Company, Building Products Division, Louisville 1, Ky.

MAIL THIS COUPON ➔

Reynolds Metals Co., Building Products Division
2039 S. Ninth St., Louisville 1, Ky.

Please send full information on

- ☐ Reflective Insulation ☐ Flashing
☐ Nails ☐ Gutters and Downspouts

Name _____

Company Name _____

Address _____



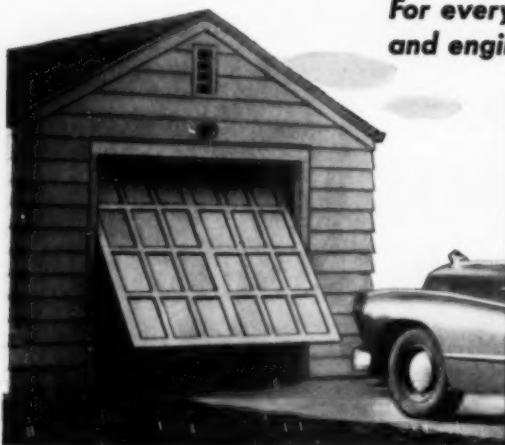
REYNOLDS ALUMINUM

"The Kate Smith Evening Hour" on Television, Wednesdays—Tallulah Bankhead in "The Big Show" on Radio, Sundays—NBC NETWORKS

R-W Garage Door Operators

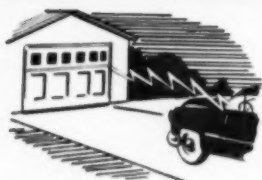
- Convenient
- Practical
- Efficient

For every need—two R-W controls, designed and engineered for smooth sure performance



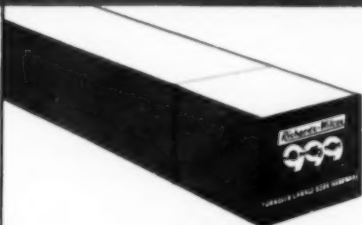
No. 1251 Standard Control

—operates from drive-side key-switch.



No. 1504 Radio Control

—battery operated radio with dash control button opens and closes doors within 75 feet.



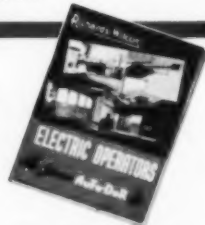
And . . . R-W 999 Garage Door Hardware

Complete overhead garage door hardware conveniently packed in one box! 999-1 for single doors up to 9 ft. wide weighing not more than 200 lbs.; 999-2 for double doors up to 16 ft. wide weighing not more than 375 lbs. Write for folder giving full details.

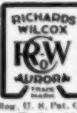


Check these important R-W features!

- ✓ **Easy to install**—Completely assembled, including track, in a single carton at the factory.
- ✓ **Easy to service**—Simple adjustments requiring no special tools, keep the doors working smoothly.
- ✓ **Safe**—A large friction clutch prevents operational failures with resulting damage to property. In power failure, doors may be operated manually.




For complete information on R-W AuT-o-DoR line ask your jobber or write for catalog number A-87.

1880  1952
OVER 72 YEARS

Richards-Wilcox Mfg. Co.

"A HANGER FOR ANY DOOR THAT SLIDES"
AURORA, ILLINOIS, U.S.A. Branches in all principal cities

SLIDING DOOR HANGERS & TRACK • FIRE DOORS & FIXTURES • GARAGE DOORS & EQUIPMENT
INDUSTRIAL CONVEYORS & CRANES • SCHOOL WARDROBES & PARTITIONS
ELEVATOR DOOR OPERATING EQUIPMENT



Easy way to get a grip on bigger business!

Feature a complete department of RB&W bolts, nuts, rivets and screws in your store.

They're great hardware staples, quality items that make satisfied customers who keep coming back to your store . . . build traffic for everything you sell.

RB&W fasteners are top sellers in their own right, as hardware sales figures prove. And they're one of the few profitable, fast-turnover items that you can stock in quantity without worrying about style changes or damage. Thus, you keep time-consuming re-ordering to a minimum.

You keep handling to a minimum, too . . . thanks to RB&W's unique "upside-down" package that prevents spilling. This attractive red and green package stands out on your shelves . . . clearly labelled to show in a jiffy the type and size you want.

For fasteners that move fast, order the complete RB&W quality line today.

*107 Years Making Strong
The Things That Make America Strong*



RUSSELL, BURDSALL & WARD BOLT AND NUT COMPANY

Plants at: Port Chester, N.Y., Ceresopolis, Pa., Rock Falls, Ill., Los Angeles, Calif. Additional sales offices at: Philadelphia, Detroit, Chicago, Dallas, Oakland. Sales agents at: Portland, Seattle.

Available at leading Wholesale Hardware Distributors from Coast to Coast



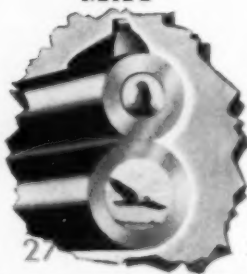
SAVAGE SALES CALENDAR

1952

MAY

1952

				2	3
4	5			9	10
11	12			16	17
18	19			23	24
25	26	27		30	31



BARRELS of profit for you . . .

The split-second choice of *either* an accurate .22 cal. rifle or a dependable .410 gauge shotgun . . . that's what you offer your customers in this trim, lightweight Savage Model 24 over-and-under! It's the most versatile gun on the market today . . .

**SAVAGE
MODEL 24**

.22 CAL. RIFLE

over

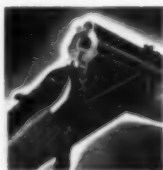
and

under

.410 GA. SHOTGUN

Lightweight, rugged, many-purpose over-and-under gun. Over barrel shoots all .22 cal. rimfire cartridges; under barrel, .410 shot shells. Single trigger. Single sighting plane. Selector button permits instant choice of either barrel. Two-way top opening-lever. Walnut stock. Easy takedown.

SAVAGE ARMS CORPORATION
Firearms Division Chicopee Falls, Mass.



The accurate .22 cal. over barrel is ideal for plinking, informal target shooting or small furred game. A flick of the thumb—and the .410 gauge under barrel is ready for flying pests, game or targets. It's a 2-in-1 gun value . . . a compact, streamlined, many-purpose gun for use on the farm, at camp or for all-around utility.

Featured in leading outdoor and farm books, it's a "natural" for spring sales. Check your stock NOW—be ready for business you can't get with any other gun!



SAVAGE

SAVAGE • STEVENS • FOR Rifles and Shotguns

SAVAGE • WORCESTER Power and Hand Lawn Mowers

Raise
your
sights
with
SAVAGE
in
1952 !



First in the Field

File sales come to him who asks for them

... And here are eight crisp little ads all made up, ready to do the asking for you. Which ads do you want? Fill out and mail us the coupon below (or a postcard request will do). We'll send you printing mats promptly—without charge.

Use these ads regularly—as part of your local newspaper advertising; as individual ads with store name and location added; in the circulars you send out. With the aid of Black Diamond brand's wide reputation for **QUALITY** and **VALUE** you can make your store "File Headquarters" in your locality. *Buy through your wholesaler.*

BLACK DIAMOND FILES

FOR EVERY PURPOSE



FILES TO FIT



your every need



Made by the world's foremost file manufacturer

2

FILES

You need at least three types of files for normal household jobs:

TAPER files for sharpening saws and for fine filing.

MILL files for sharpening edged tools and for smooth filing.

FLAT files for general repairs and for flat filing.



3

KEEP SAWS SHARP

Saw blades need "dental" care, too. Keep saw teeth razor-sharp with Black Diamond Saw Files—the choice of expert saw filers everywhere.



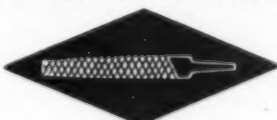
4

Sharp saws save work

And sharp files make sharp saws. There's nothing like a Black Diamond Extra Slim Taper or Double Extra Slim Taper File. Puts just the right point and bevel on saw teeth. Cuts fast and true. Preferred by the experts.

5

Black Diamond



A FILE FOR EVERY PURPOSE

the trademark everybody knows the files that everybody likes

6

Mill
Taper

Flat
Round
H. Rnd.
Square
Pillar
Saw
Rasps

FILES

- Black Diamond files for every purpose
- Fast-cutting
- Long-lasting
- The brand most experts prefer

7



TOP-QUALITY SAW FILES

• Perk up lazy saw blades with fast-cutting, long-lasting Black Diamond Saw Files. Shapes, cuts and sizes for all types of saws—Hand, Crosscut, Buck, Cant, Web, Band, Chain, Circular.



8

NICHOLSON FILE COMPANY

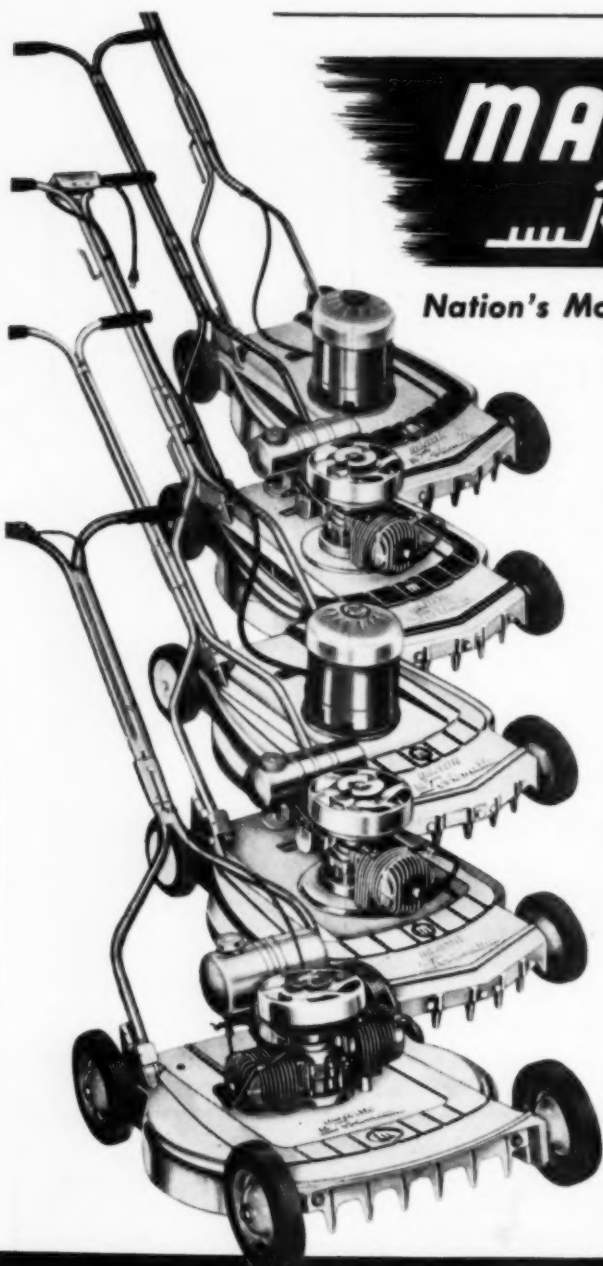
15 Acorn Street, Providence 1, R. I.

Send me mats of Black Diamond file ads numbered as follows:

Name of Store _____

Prop. or Mgr. _____

P.O. Address _____



MAJESTIC *Rotomatic*

Nation's Most Complete Line of Rotary Mowers

16-INCH ELECTRIC

U.L. approved, 1/3 H.P. Delco motor. Delco safety switch. Offset, solid-bar type, Swedish spring steel blade. Five cutting heights. Slip clutch, outboard bearing and other quality features. Attractive yellow, baked enamel finish with black trim.

16-INCH GASOLINE

Easy starting, 1.2 H.P. Roto-Power engine. Ball bearing crankshaft, outboard bearing, slip clutch, automatic governor and on-off safety switch. Offset, solid-bar type, Swedish spring steel blade. Five cutting heights. Yellow and black.

18-INCH ELECTRIC

All the features of 16-inch electric model, but cuts an 18-inch swath, so mows about ten percent faster. Same big, easy-rolling steel wheels with 6 by 1.5 inch rubber tires to protect the finest lawn. Smart peacock blue finish with yellow trim.

18-INCH GASOLINE

Full 1.5 H.P. Roto-Power engine with needle bearing connecting rod and all features of 16-inch gasoline model. Cuts 18-inch swath, so mows faster. Same big, easy-rolling steel wheels and 6 by 1.5 inch rubber tires. Peacock blue and yellow.

22-INCH TWIN CYLINDER

3 H.P. twin cylinder Roto-Power gasoline engine with ball bearing crankshaft, slip clutch, outboard bearing, hand throttle, on-off switch and other quality features. Oilite bearing, steel wheels; 8 by 1.75 inch tires. Red with gray trim.

Modern design, Light weight and easy to handle. The best buy for both YOU and YOUR CUSTOMERS.



See Your Distributor or Write Us

MONARK SILVER KING, INC.
6501 W. GRAND AVE.
CHICAGO 35, ILL.

Manufacturer of the Famous Monark Bicycles

Super-X
Super-X
Super-X
Super-X
Super-X
Super-X
Super-X
Super-X
Super-X



A PRODUCT OF
OLIN
 INDUSTRIES, INC.

**THE MOST POWERFUL BRAND
 NAME IN AMMUNITION**

**FEATURE
 ... DISPLAY**

Western
 TRADE MARK
Super-X

**HARDEST-HITTING LONG-RANGE 22's IN THE WORLD
 NON-CORROSIVE PRIMING . . . NONE CLEANER**

WESTERN CARTRIDGE CO., DIVISION OF OLIN INDUSTRIES, INC., EAST ALTON, ILLINOIS

REVERE WARE

Revealed as

Best Seller

by Retailing Daily Survey!

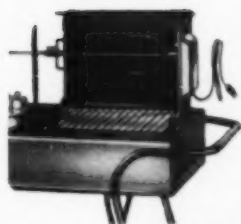


Recently Retailing Daily featured a full-page listing of best sellers for 1952, reported by forty stores from all over the country. Five of those stores named Revere Ware as their best seller in housewares. No other manufacturers' products rated first with as many stores. The stores that said Revere Ware sold best were located in Erie, Pa.; St. Louis, Mo.; St. Paul, Minn.; Memphis, Tenn.; and Buffalo, N. Y. More proof that everywhere Revere Ware makes money for the retailer no matter in what size town the store is located.

The stores that found Revere Ware the "best seller" featured it, advertised it, recommended it. Time after time, it has been proved that a store makes the most money per square foot of display space when it properly features Revere Ware. So we say: **DISPLAY—ADVERTISE—SELL REVERE WARE** for more profits, easy profits, quick profits.

REVERE COPPER AND BRASS INCORPORATED
Rome Manufacturing Company Division

SEE REVERE'S "MEET THE PRESS" ON NBC TELEVISION EVERY SUNDAY



Below: RC-38 33" high, 19 1/4" x 42" top. A deluxe grill at a price that moves it fast. Polished tubular legs. Royaltex finish. Also RC-37 same as RC-38 but with left firebox removed and sauce pans added.

Extra Accessories can be added at extra cost such as motor driven spit and upright firebox shown in insert. Accessories packaged separately.



THE NEW **ROYAL CHEF** Grills

To retail profitably from **\$4⁹⁵ to \$44⁹⁵**
with accessories to **\$79⁹⁵**

Here is the new Royal Chef line of Barbecue Grills, now in volume production. Better order now to get yours in time for Spring Selling.

Made by the manufacturers of the famous Royal Gas Heaters, Royal Fireplace Furnishings, famous for **QUALITY and VALUE** since 1891.

Also NEW!
SPACE 1119-A
MERCHANDISE MART
Chicago, Illinois

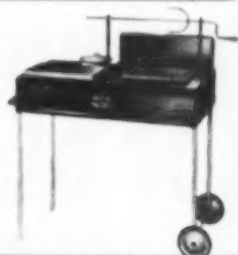
Permanent display of Royal Chef Grills, Gas Space Heaters, vented and unvented, Vented Wall Heaters, Gas Logs, Range Conversion Burners, Fireplace Furnishings.

CHATTANOOGA
IMPLEMENT AND
MANUFACTURING CO.
Chattanooga 6, Tennessee

Here is a new line of Barbecue Grills with features that knock your eye out and priced (with full profit to you) for real volume sales! **WE CHALLENGE ANY AND ALL COMPARISONS!**
SEE THESE MARKET VALUES!



RC-27 31" high, 19" x 34" top. A roll away model with exceptional styling and features—plus the right price for volume selling.



RC-26 31" high, 19" x 34" top. Collapsible tubular legs.



RC-22 30" high, 16" x 30" top. Collapsible tubular legs.



RC-14 14" x 16" fire box. Collapsible tubular legs. For picnics, camping.



"BLINDFOLD TEST" PROVES LOF GLASS EASIEST TO CUT

Hardwareman Arthur Dersch says:



"I cut four brands of window glass and the one marked C definitely cut the easiest!"

A. D. Dersch, of Shaker Heights Hardware, Cleveland, Ohio, was given four brands of window glass to test, identified only by a letter crayoned on the corner. He ran a cut on each. Without hesitation, he said, "Brand C definitely cut the easiest. The cutter took hold right away—didn't slide. No flaking at all and I got a much cleaner edge."

Brand C was L·O·F Window Glass.

Even when cutting small pieces like this (12" x 16"), Mr. Dersch could tell a definite difference. Think what L·O·F's easier cutting means when you're working with larger sizes . . . or cutting close to the edge . . . or making

a curved or angle cut. Fewer crooked breaks, less waste, less trouble, more profit.

Slow annealing is what makes L·O·F Window Glass so much better. *Quick* cooling sets up the internal stress and strain in glass that makes it hard for you to control the cut. So L·O·F cools the molten glass slowly . . . uniformly. Giving you easy-to-cut window glass takes more time in the L·O·F plant, but it saves *you* time—and money—in the store.

TEST IT YOURSELF! Call your Libbey-Owens-Ford Distributor and get some L·O·F Window Glass. Cut it. Then cut a piece of any other kind of glass you have. See which will give you less waste . . . more profit . . . through easier, cleaner cutting! Then you'll be *convinced* it's smart to specify L·O·F whenever you order window glass. Libbey-Owens-Ford Glass Company, 7142 Nicholas Building, Toledo 3, Ohio.



LIBBEY·OWENS·FORD *the easy-to-cut* **WINDOW GLASS**



NO. X46F—A NEW **LUFKIN** "RED END" RULE

... same construction features and high quality
as famous X46 ... plus flat reading

MEASURES 3 WAYS

1. FLAT READING

Numbering begins on inside face at extension end of rule so that rule, even when partly open, lies flat against the work.

2. INSIDE READING

Ideal for taking inside measurements of doors, windows and other openings by means of the graduated brass extension slide in end of rule.

3. OUTSIDE READING

Numbering begins on outside face at extension end of rule for regular measuring.

LUFKIN X46F like its famous companion No. X46 has self-locking spring joints and patented lock joints to eliminate end play, assure accuracy; brass strike plates to prevent wear. Select hardwood sections are extra thick, durable. Rules are graduated on both edges, both sides to consecutive inches and sixteenths and have large, easy-to-read gothic numerals.

The X46F is Pre-sold for you! Order the X46F from your jobber at once. Profit from the big supporting advertising program that will blanket the nation with ads reaching more than 40,000,000 reader-prospects in This Week Magazine, American Weekly, Independent Newspapers, and other Consumer Publications. These ads will be hard at work—"pre-selling" the new X-46F for YOU!

SELL **LUFKIN "RED END"—THE WORLD'S MOST POPULAR RULES**

THE LUFKIN RULE CO., SAGINAW, MICHIGAN • 132-138 Lafayette Street, New York City • Barrie, Ontario

SOUTHERN HARDWARE for APRIL, 1952

T36

65



BRIDGEPORT,

Remington Dealer Letter



CONN.

Free Display Helps You Get the Jump on Orders For Sensational New Remington Varmint Rifle

Here's an idea for boosting shotgun shell sales

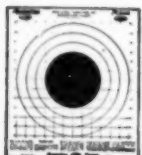
A good way to increase shotgun shell turnover is to introduce clay target shooting as a family sport. The game is made to order for any hunter who would like to introduce his wife and sons or daughters to the thrill of wing shooting.



All that's needed is a supply of "Blue Rock" targets and an inexpensive Remington Target Thrower. Anyone can throw the targets after a few practice tries—and the sport may be enjoyed in open country convenient for the whole family. Best of all, there's no closed season on clay targets.

So point out that there's no reason why Dad should be the only one to have fun with a shotgun. He'll be the first to agree when you put the target-throwing bug in his ear.

"SIGHTING-IN" TARGETS BUILD GOOD WILL! NEW—FOR THE FIRST TIME!



Here's the ideal giveaway for shooters of target rifles or any rifle with adjustable sights. This special target makes sighting-in easier than ever before.

Each large 100-yard target is marked directly in minutes of correction. Complete instructions on target.

A good many of your customers will want these targets to sight in their rifles. To get your free package of 25, just check the coupon at right.

"Blue Rock" is Reg. U. S. Pat. Off. by Remington Arms Company, Inc., Bridgeport 2, Conn.



Heavy promotion backs Model 722 in 222 Remington Caliber

With this display poster in your store, you're all set to cash in on Remington's winter-long national advertising of the amazing new Model 722 varmint rifle.

The display is a large, eye-catching poster, beautifully lithographed in red, green and black. It measures a full 19 by 24½ inches and features both the Remington Model 722 rifle and its companion ammunition, the 222 Remington varmint cartridge.

Experts have called this rifle and cartridge "the perfect varmint shooting combination." And one look at the sales points on the poster shows why the rifle

has achieved such remarkable popularity—world's strongest bolt action . . . light weight . . . six-shot capacity . . . attractive low price.

To that, add superb balance and feel . . . a special match-rifle-type trigger . . . truly amazing accuracy. No wonder this rifle has been written up extensively in sporting magazines and talked about all over the country.

But the fields are getting green now, and the talkers want action. Be sure you're ready to give it to them. Take a second's time to clip the coupon below and get your colorful poster.

Remington Arms Company, Inc., Sales Promotion Div., Dept. 722, Bridgeport 2, Conn.

☐ Yes, I'd like a free display poster for the new Remington Model 722 varmint rifle.

☐ Please send me, without obligation, package of 25 "Sighting-In" targets illustrated at left.

Name

Street City State

Southern HARDWARE

Hardware and Allied Lines - Farm Operating Equipment

Vol. 121

April, 1952

No. 4

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(1306 National City Bldg., Dallas, Texas)

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CONTENTS

Washington News	68
Business Trends	70
Hardware Industry News	72
Wholesaler News	76
Controls or Freedom	79
Building Volume	81
135 Years of Hardware	82
Facing Great Handicaps	84
Modern One-Story Plant	86
Convention Program	88
Wholesaler Survey	89
Selling Insect Wire Screening	91
Increased Sales	93
Selling Spinning Tackle	94
Garden Shop	98
Leading Volume Line	102
Conventions	106
Convention Dates	130
New Products & Sales Promotion Material	136

FARM EQUIPMENT SECTION

Sell a Key Farmer	143
Promoting Power Mowers	150
Irrigation System	152
Wanted: Salesmen!	156

ANNUAL SUBSCRIPTION—\$1.00

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SOUTHERN HARDWARE for APRIL, 1952

Best Quality "American Brand"
Jute Twines — now in

"HANDY BOXES"



Packed
24 Balls,
approximately
1/2 lb. each
to a box.

The "Impulse" Way to sell more Twine

Everybody uses twine! Here's the way to sell more of it and make more money with less sales effort. Handy boxes of "American Brand" Jute Twines make impulse sales and pay big dividends for the small counter space they take up.
Mail coupon for more information.



These 7 popular sizes of "American Brand" Jute Twines are Handy Packed:

No. 24 Polished Fine India
No. 36 Polished Fine India
No. 48 Polished Fine India
No. 4 1/2 India
No. 6 India
3 ply EZ Wrapping
3 ply Green Garden Jute

Handy Boxes of "American Brand" Jute Twines are handy for selling—handy for stocking—handy for re-shipment—handy for inventory.

AMERICAN MANUFACTURING COMPANY, BROOKLYN 22, N.Y.

Rope • Twine • Oakum • Packing • Carpet and Electrical Tapes
"Handy Coils" • Manila and Sisal Ropes

Branch Factory: St. Louis Cordage Mills, St. Louis 4, Mo.

Sales Offices: Boston • Chicago • Houston • New Orleans
Philadelphia • San Francisco

Please send complete information and delivery schedules

AMERICAN MANUFACTURING COMPANY

Noble & West Bldg., Brooklyn 22, N. Y.

Name

Company

Address

City

Zone

State



Washington News

ORDERS, REGULATIONS, PRIORITIES

Materials Pinch Easing: Controls Extension Urged

WARNINGS OF shortages of consumer goods are now giving way to more optimistic prophecies by defense agency officials.

Predictions that consumers would be pinched by shortages of supplies lasting well into 1953 have been amended by a belief in some quarters that the so-called civilian pinch is now at its worst and will ease off through the spring months of 1952.

A substantial slowing in the demand for aluminum and some commercial types of steel is one reason for the change in outlook. Even in view of the more favorable picture, however, production chiefs will pursue a cautious policy with regard to any decontrol measures.

Extension Urged

Though mobilization director Charles E. Wilson is quoted as finding the situation "much more optimistic," he has urged the Congress to extend price and wage controls for two years. The Defense Production Act expires June 30.

"We cannot hold back inflation unless we hold down prices," Wilson told a Senate banking committee, adding that, "conversely we cannot hold down prices unless we hold the wage line."

Wilson advised that there has been some easing of shortages in such materials as copper and aluminum, but cautioned that at present it is too early to know whether this easing will continue.

Wilson has predicted two more years before the country reaches its goal of military strength and productive power.

Meanwhile, the mobilization boss endorsed President Truman's appeal to wipe out the Capehart amendment—which permits manufacturers to pass their post-Korea

cost increases on to the consumer—and the Herlong amendment which guarantees merchants their margins over costs.

Materials Relief Foreseen for Electric Housewares

THE ELECTRIC Housewares Industry Advisory Committee has asked NPA to allot larger amounts of controlled materials so the industry can reduce per unit production costs and thus offer small household appliances at lower prices.

The committee reported that the industry is endeavoring to reduce prices of its products to consumers, but find this difficult because the low allotments do not allow the manufacturers to achieve maximum economies.

NPA officials held out some hope that third and fourth quarter 1952 allotments for civilian-type prod-

ucts would be larger than second quarter allotments, particularly for steel and aluminum. Special efforts are also being made by the Government and industry to increase the copper supply, but these will not mean more copper before 1953, NPA said.

Allotments Announced for Consumer Goods.

IN ANNOUNCING second quarter allotments of materials for production of consumer items, NPA Administrator Henry H. Fowler stated that the agency is moving in the direction of greater uniformity in allotments among producers of civilian-type goods.

For the bulk of all consumer products, allotments for the second quarter represent the maintenance of first quarter levels for steel, and a reduction from 35% of pre-Korean consumption to 30% for copper and aluminum. (Wire mill allotments are reduced from 40 to 35%.)

A number of products, previously programmed below the general (Continued on page 108)

New Ceiling Prices for Small-arms Ammunition

SUBSTITUTE CEILING prices have been placed on small-arms ammunition sold or offered for sale for non-defense use between July 1, 1949, and June 24, 1950.

The new ceilings are provided for in Supplementary Regulation 21 to CPR 22, effective February 19, 1952.

Ceiling prices for small-arms ammunition not sold or offered for sale between July 1, 1949, and June 24, 1950, must be established in accordance with Sections 30 to 34 of CPR 22.

The new regulation establishes a uniform rollback from GCPR ceilings of 3.62 percent for manufacturers. This is a weighted average of the individual rollbacks required of these manufacturers by

CPR 22.

OPS explained that data submitted by small-arms ammunition manufacturers show that ceilings established by CPR 22 have substantially upset the industry's historical pricing pattern. This is because the ceiling prices so established are for individual manufacturers and are based on their individual increases in materials and labor costs from the end of their respective base periods to the prescribed cut-off date. Although the cost adjustments calculated by manufacturers do not differ widely, OPS stated, the differences are sufficient to upset the price relationships existing before imposition of price controls on January 26, 1951.

193 ways to build store traffic and make more money

The RED HEAD line features your store as the place that has a complete line of hunting and fishing clothing, equipment and accessories. Sportsmen will prefer to buy in your store when you can sell them practically any piece of clothing and equipment they want. And, profit climbs high when your customers always find the complete RED HEAD line.

While the RED HEAD duck is working hard to sell that SKEETRAP VEST...

you have a golden opportunity to sell RED HEAD GUN COVERS and CASES, RECOIL PADS and RIFLE SLINGS. The powerful profit maker, related selling, is only possible when you have the complete line to offer... RED HEAD of course, because quality, service and customer satisfaction are the best you can sell, the best way to build store traffic and make more money.

- | | |
|---------------------|----------------------|
| 13 HUNTING COATS | 3 GAME CARRIERS |
| 12 HUNTING PANTS | 2 LEGGINS |
| 10 HUNTING CAPS | 1 SKEETRAP COAT |
| 2 GAMB BAGS | 1 SKEETRAP VEST |
| 4 HUNTING VESTS | 2 FISHING COATS |
| 3 HUNTERS | 2 FISHING VESTS |
| PROTECTIVE CAPES | 6 FISHING CREELS |
| 7 LEATHER GUN CASES | 5 CREEL HARNESSES |
| 21 GUN COVERS | 3 WADER SUSPENDERS |
| 6 SCABBARDS | 3 REEL CASES |
| 5 CARTRIDGE HOLDERS | 5 TACKLE BAGS |
| 6 HOLSTER STYLES | 2 SPORTSMAN'S BAGS |
| 3 SHELL BELTS | 6 DUFFEL BAGS |
| 13 CARTRIDGE BELTS | 2 PACK SACKS |
| 2 RECOIL PADS | TARPAULINS, PAINTERS |
| 10 RIFLE SLINGS | DROP CLOTHS, ETC. |
| 5 SHELL POUCHES | ANY CUSTOM MADE |
| 7 SHELL BAGS | CANVAS PRODUCT |

4300 West Belmont Avenue
Chicago 41, Illinois

Business Trends

AND PRICE CHANGES

Seasonal Pickup Noted in Consumer Durable Sales

THOUGH RETAIL TRADE, generally, has been slow in the opening months of 1952 the outlook for the remainder of the year is good. Some lines of consumer durable goods have shown decided seasonal improvement. After months of sluggish sales, there is renewed demand for automobiles and various appliances.

Business activity has been heading downward for the past few months, primarily because orders for defense work have not been reaching the factories fast enough to take up the slack in declining orders for consumer goods.

Continued Increase

Retail trade actually shows up poorly only when measured against the panic buying periods of the past. Department store sales, for example, are running somewhat behind the corresponding months of 1951—a period of heavy buying—but well ahead of 1950. The predictions are that retail trade, though spotty in some lines, will continue to pick up as the warm months approach.

Meanwhile, the government has liberalized its allotments of metals, and there is little likelihood that any serious shortages of consumer goods will develop. Shortages of copper and small allotments of aluminum will continue to affect production of merchandise requiring these metals, however.

On the price front, the outlook is for continued "stabilization." The cost of living has fallen slightly and in most cases price tags on merchandise won't be altered much in the months ahead.

Farmers, meanwhile, are experiencing some lowering in the prices they receive for farm products. As February closed there was a sharp

decline in prices received for truck crops, cotton, cottonseed, oats, eggs, wool, and lambs. Prices paid for production goods increased generally.

Increase in Consumer Credit Buying

CONSUMER CREDIT outstanding at the end of December totaled 20.6 billion dollars, about 600 million above the previous month and 500 million above the peak in December 1950. The gain over the month was due to a rise of 400 million dollars in charge accounts and 200 million in installment credit.

The seasonal increase in installment credit carried the total outstanding to about 13.5 billion dollars, approximately the same as the peak in December a year earlier. The usual end-of-year decline in automobile financing more than offset increases in other sales

credit and loans. The gain in non-installment credit, including charge accounts and other consumer credit, reflected primarily increased charge account credit due to holiday buying.

Retail Sales Down in First Month . .

IN JANUARY, latest month for which statistics are available, sales by all classes of independent retail dealers averaged 13 percent less than a year ago, and 25 percent under December, 1951.

Dealers in the lumber, building materials and hardware group fared somewhat worse than the national average, sales by these dealers averaging 16 percent under the corresponding month of 1951. There was no change in sales from December, 1951.

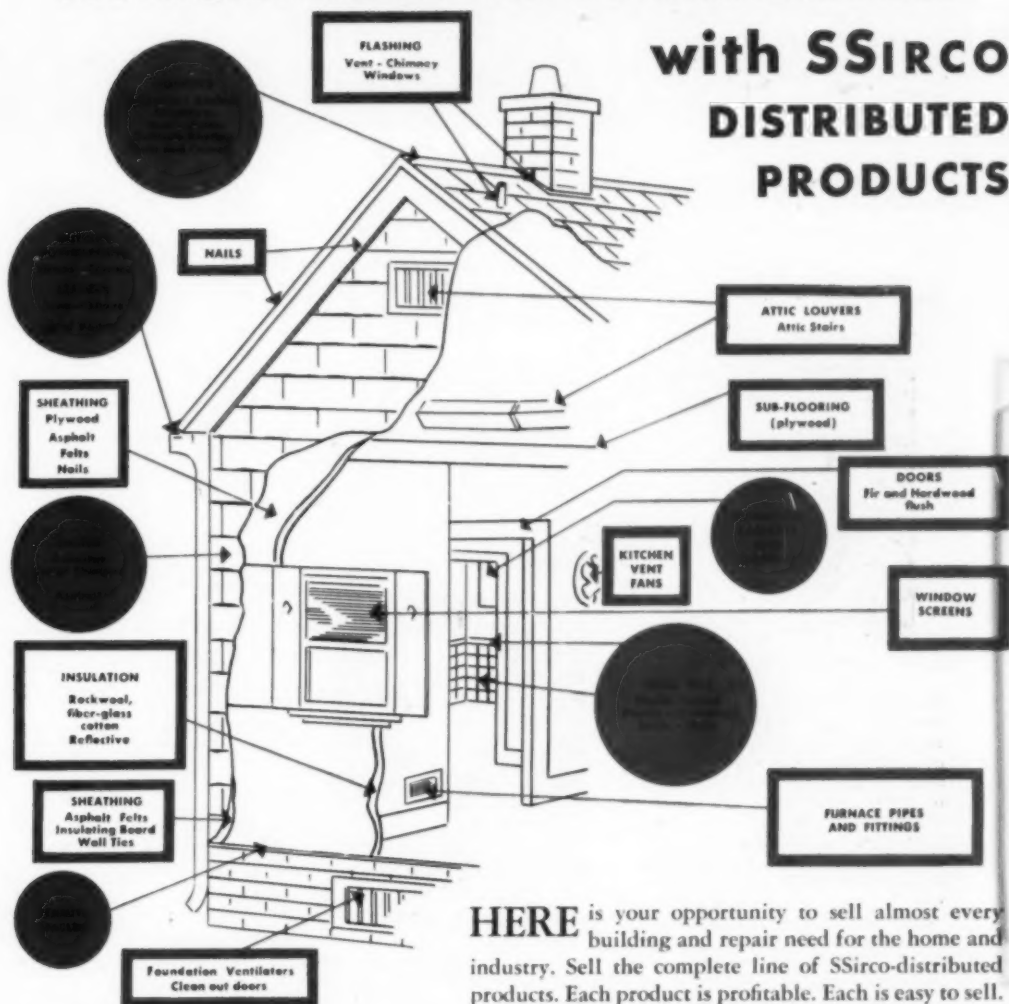
Washer Sales Show Decline in January

FACTORY SALES of standard-size household washers in January (Continued on page 111)

Geographic Division	% change in sales Jan. 1952 from		% change in inventories Jan. 1952 from		Stock-Sales Ratio		
	Jan. 1951	Dec. 1951	Jan. 1951	Dec. 1951	Jan. '52	Jan. '51	Dec. '51
U. S. Total Sales	-15	-6	+9	+2	176	137	161
Hardware:							
South Atlantic	-21	+23	+9	-3	262	191	329
East South Central	-23	+13	+18	+2	245	159	268
West South Central	-28	+23	+6	+12	271	177	306

Wholesale Hardware Sales and Inventories
(From U. S. Dept. of Commerce Monthly Report)

...from ROOF to FOUNDATION— with SSIRCO DISTRIBUTED PRODUCTS



**Make More Money with This
Easy-to-Sell Line of Quality Prod-
ucts with Well-Known Names**

HERE is your opportunity to sell almost every building and repair need for the home and industry. Sell the complete line of SSirco-distributed products. Each product is profitable. Each is easy to sell. Each is a quality product—a well-known name. And you get prompt *Overnight Delivery* or *Drive-In Pick-Up* from one source of 16 Warehouses at strategic points throughout the South. Add free selling-aids, and you have the combination for real profits.



SOUTHERN STATES IRON ROOFING COMPANY

HARDWARE

INDUSTRY NEWS

Columbian Rope Elects E. R. Metcalf President

EDWIN R. METCALF was elected president of the Columbian Rope Co., Auburn, N. Y., following the annual stockholders meeting in

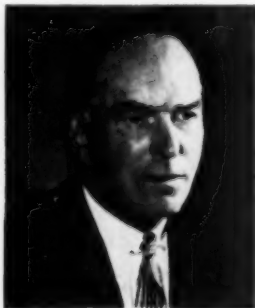


Edwin R. Metcalf

January. Harold G. Metcalf was re-elected as chairman of the board, and Col. Stanley W. Metcalf, who has served as president since 1941, became vice-chairman of the board of directors.

Rexford L. Morris, vice president—finance, was elected to fill the office of treasurer of the company to succeed Francis J. Lesch, who is retiring as treasurer but who will continue as a director.

The new president was secretary of the company during 1948 and



Col. Stanley W. Metcalf

since then has been president of the Edwin H. Fittler Co. of Philadelphia, subsidiary of the Columbian Rope Co. During the last war he was director of the Wool, Cordage and Textile Machinery Division of the Textile, Clothing and Leather Bureau, War Production Board.

Wilburn to Represent Perfection in Virginia

PERFECTION STOVE Co., Cleveland 4, Ohio, has appointed Joseph W. Wilburn as a salesman in the Cleveland, Ohio, district, to represent the company in the western portion of Virginia.



Joseph W. Wilburn

A native of Altavista, Va., Mr. Wilburn graduated from the University of Virginia and served with the Army during World War II. Before joining Perfection he was engaged in selling furniture and real estate.

New Olin Division Names Boone Sales Manager. . .

W. C. SCHADE, general manager of the Arms and Ammunition Division of Olin Industries, Inc., has announced the appointment of John T. Boone as sales manager of the division. The new operating division is composed of Olin's Win-



John T. Boone

chester Repeating Arms Co. Division of New Haven and Western Cartridge Co. Division of East Alton, Ill.

Mr. Boone has been assistant Western-Winchester sales manager at New Haven and will continue to make his headquarters there. Before joining the Olin organization in 1948, he was sales manager of the Animal Trap Co.

Colorado Fuel and Iron Elects Franz President

ALWIN F. FRANZ was elected president of The Colorado Fuel and Iron Corp., 575 Madison Ave., New York 22, N. Y., at a recent meeting. (Continued on page 74)



Alwin F. Franz



A Family of Great Products— Every One a *Volume-Builder!*

De Luxe Household Metalware is designed and built to create customer-satisfaction and goodwill. Heavy-weight materials—carefully fabricated and attractively finished—assure the kind of service that users like—and talk about.

Because De Luxe Household Metalware is built to please users—because it is Nationally Advertised in magazines reaching millions of readers

Since De Luxe is a complete line—including Colored Ware, Galvanized Ware, Tinware, Mop Pails, Garbage Pails, and Ash Cans, every need in this field is adequately met under the De Luxe label. No wonder consumers everywhere prefer De Luxe.

—and because it is available in a truly complete line—De Luxe is a real sales-builder, and a real money-maker for you!



Be sure to stock, feature, and sell De Luxe Household Metalware. Talk to your Jobber's Representative about it now.

SCHLUETER MFG. CO. • ST. LOUIS 7, MO.

INDUSTRY NEWS (Continued from page 72)

ing of the board of directors. Carl W. Meyers, who has been president of the firm since 1946, was elected vice chairman of the board of directors.

Mr. Franz has been executive vice president of the company since 1949, and a director since 1948. Prior to that, he served as vice president in charge of operations, and has also managed the corporation's two largest plants. Until 1945, he was general superintendent of the Steel Division of Alan Wood Steel Co.

Under the leadership of Charles Allen, Jr., chairman of the board, Mr. Meyers and Mr. Franz, Colorado Fuel & Iron recently completed a \$50,000,000 financing program, which will be used to build a new seamless pipe mill at Pueblo, Colo.; and for other plant improvements.

Warren Names Baumann Vice President, Sales . .

WARREN TOOL CORP., Warren, Ohio, announces the appointment of Karl F. Baumann as vice president in charge of sales.



Karl F. Baumann

Mr. Baumann has wide experience in selling, sales management and factory operation. He started with Warren Tool Corp. in 1944 as assistant sales manager. After gaining knowledge of heavy hand tools and their sales, he was transferred to Warren as works manager in 1947.

Shortly after graduating from the University of Wisconsin in 1930, Mr. Baumann became associated with Globe Union of Milwaukee, where he served in various capacities, including personnel manager, special assistant to the vice president in charge of sales, and assistant sales manager.

Ames Baldwin Wyoming Co. Becomes O. Ames Co. . . .

RICHARD HARTE, president of Ames Baldwin Wyoming Co., has announced that effective March 1, 1952, the company name was changed to O. Ames Co. He stated that the name Ames dates back to Revolutionary days. In 1774, two years before the Declaration of Independence, Captain John Ames, a blacksmith of West Bridgewater, Mass., began the manufacture of shovels. From his hand forge came the first Ames shovels. These were sold locally, and it was not until his son Oliver started another factory that Ames shovels became known.

Oliver Ames established a plant at North Easton, Mass., and in 1805 (Continued on page 130-D)

Mobile Service Center By Reo Motors, Inc. . .

DESIGNED AS AN AID to the hardware industry, Reo Motors' new mobile power mower service center began a tour of southern cities in February. The display was planned to encourage hardware men to get into the power mower service business.

The converted 40-passenger Reo transit coach, which houses the display, contains everything the hardware dealer needs to provide power mower service, it was announced. In addition, Reo representatives traveling with the coach are prepared to aid anyone interested in the enterprise.

Equipment in the coach includes a reel grinder, bed knife grinder, lapping stand, bench grinder, electric drill, work bench, magneto tester, metal parts cabinet, special tools, standard tools, and parts stock.

To meet the demand for service, according to Sam Briggs, vice president in charge of the Reo Lawn Mower Division, Lansing, Mich., seven times as many service centers as now exist are needed. For an initial investment as low as \$500 or \$600 a hardware dealer can add \$10,000 to \$20,000 a year to his income, Briggs said.



"You're done a swell job on the Slaymaker 'Brass Beauty' Padlocks since the very beginning. I knew that you'd pick up more impulse business with that nice movable jewel-case merchandiser. And I'll bet you felt the effect of Slaymaker's national advertising."

Robert F. (Bob) Fite, Salesman
Hall Wholesale Company
Dallas, Texas



"They're fine locks to sell. My customers go for them because they are solid cast brass padlocks in the medium to low-price range. They're beautifully packaged, work smoothly, and are as strong as they look. I am all for the Super-tumbler, too—it cuts out interchanging."

H. L. Morris, Buyer and Manager
Moulders Hardware Company
Dallas, Texas



As advertised in
the "Saturday
Evening Post."

Slaymaker

LOCK COMPANY Since 1888

Lancaster, Pa., U.S.A.

World's Most Complete Line of Padlocks

EMBURY



EMBURY



No. 1 Air Pilot

Windproof... Stormproof
Always Ready
Dependable... Safe

Write: EMBURY MANUFACTURING CO.
WARSAW, NEW YORK, U. S. A.

EMBURY
LANTERNS & TORCHES



WHOLESALE NEWS

L. McMahan, Huey & Philp Executive, Dies. . . .

LEWIS McMAHAN, vice president and sales manager of Huey & Philp Hardware Co., Dallas, Texas, died February 20 after a five-month illness.

A graduate of Texas A&M College, Mr. McMahan went to work for Huey & Philp as a salesman, and was promoted to buyer, then to vice president and sales manager 12 years ago.

He is survived by his widow, a son, three brothers, and three grandchildren.

Belknap Releases New Sporting Goods Catalog

BELKNAP HARDWARE & Mfg. Co., Louisville 2, Ky., has recently completed distribution of a new sporting goods catalog to its customers.

The new Spring and Summer catalog contains full information on the company's varied and extensive sporting goods line, and explains how dealers might order their needs, as well as quickly price and profitably sell items that they do not normally carry in stock.

In distributing the new catalog, Belknap pointed out to dealers the large growth in sporting goods equipment during the past few years.

Bluefield Supply Sets Record in 1951 Sales

IN ITS 30TH Annual Report, Bluefield Supply Co., Bluefield, West Va., and its wholly-owned subsidiaries, Clark Stores, Counts Automotive Supply Co., Dixie Appliance Co., and Rish Equipment Co., announced that the year 1951 was its largest in sales, the volume for the five companies totalling \$29,934,349.81, or an increase of 16.16 percent over 1950.

During the year the organization paid four quarterly dividends of 75 cents per share and an extra \$2 per share in December, making

dividends total \$5 a share in 1951. Salaries and wages were increased in proportion to earnings for the year, and the company paid into its new pension plan approximately \$125,000.

At present, Bluefield Supply Co. is remodeling the A & P Super-Market building in Bluefield, constructing an additional floor above the street level and putting in a concrete floor in the basement. The new building will give an additional 10,000 square feet of floor space and enable the company to release space that it is now renting in an adjoining wholesale grocery warehouse.

Interstate Announces New Representative Changes

INTERSTATE HARDWARE Co. Inc., Bristol, Tenn., has set up a separate sales organization for Crosley appliances, effective February 1, 1952, and special Crosley sales representatives have been named, as follows:

Robert H. Carr of Watauga, Tenn., will cover East Tennessee and Western North Carolina; J. M. Pritchett of Bluefield, W. Va., will represent the company in Southwest Virginia and McDowell and Mercer Counties in West Virginia; and C. B. Moore, Jr., of Bristol, will cover three counties in Southwest Virginia and 12 counties in Southeastern Kentucky.

Interstate Hardware Co. also announces changes in its hardware representative staff, effective March 1. W. W. Brazwell, who represented the firm in Sullivan, Washington, Greene, Hawkins, Carter and Unicoi counties in Tennessee, has retired; and Carter and Unicoi counties will be covered by Jack Thompson. Vance Thompson, of Emory, Va., has joined the organization to represent it in Sullivan, Washington, Hawkins and Greene Counties.

The company recently added Pabco floor covering products for distribution in the area it serves.

(Continued on page 130-B)

Sell 'Em This Way

FEEL the LEATHER

ESTWING UNBREAKABLE TOOLS

SAVES EXPENSE, DELAY AND DANGER
from loose, broken or splintered handles.

GENUINE SOLE LEATHER GRIP

Proven most comfortable and durable in all climates. Double lacquered, non-slip finish. It fits YOUR hand.

ONE PIECE HEAD AND HANDLE

Gives you strength of steel for all pulling and ripping by hand, and insures permanent balance year 'round.

CONSUMER PRICES

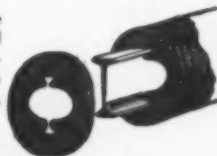
	Polished	Black
12 oz. curved and straight claw.....	\$3.60	\$3.20
16 oz. curved and straight claw.....	\$3.65	\$3.25
20 oz. curved and straight claw.....	\$3.75	\$3.30
Carpenters Hatchet.....	\$4.50	\$4.20
Hunting and Scout Axe.....	\$4.50	\$4.10



MARK OF THE SKILLED FOR 28 YEARS

50 SOLE LEATHER WASHERS

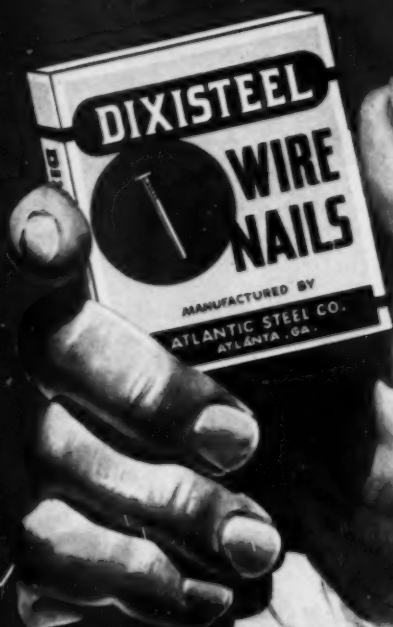
are pressed and riveted on the thin steel shank as shown. Proofed against shock, heat, cold, and electricity. Grip is polished and double lacquered to lustrous non-slip finish.



ESTWING MFG. CO. Rockford, Illinois

SELLS THROUGH RELIABLE DISTRIBUTORS ONLY

How to increase sales with DIXISTEEL nails



Everybody needs nails — especially the handy sizes for use around the home. Yet most folks forget to buy them when they are in your store.

So, why not take advantage of this situation and put some packages of DIXISTEEL Wire Nails and Brads out where your customers can see them and *buy* them on the spot?

The new, red, yellow and black DIXISTEEL packages are real eye-catchers.

Order a supply of DIXISTEEL Wire Nails and Brads from your wholesaler and watch your profits grow!



Try this little sure-fire merchandising trick! Take a few packages of DIXISTEEL Wire Nails and Brads and put them out on a counter where your customers can see them. Place a small sign in back, asking this simple question: *Need Nails?* Our representative will be glad to give you a sign, or if you prefer, write us and we will send you one.

Atlantic Steel Company

MAKERS OF **DIXISTEEL** SINCE 1901

ATLANTA, GEORGIA



APRIL 1952

NPA Sets Criter. For Processing Building Request

As a further move to conserve materials, NPA has issued processing instructions to all concerned with the administration of construction under M-4.

Included with the instructions are the following:

The criteria and revised instructions are based on the premise that it is essential to reduce all construction to a minimum necessary for the defense effort.

NPA has amended October 22, 1951, to permit amended and appropriate to permit national defense and in material authority provided in the Act of October 1951.

WIRE AND CABLE
Committee: Wire and Cable
November 11, 1951

Details on Steel and Defense

The criteria and revised instructions are based on the premise that it is essential to reduce all construction to a minimum necessary for the defense effort.

Details on Steel and Defense

The criteria and revised instructions are based on the premise that it is essential to reduce all construction to a minimum necessary for the defense effort.

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We'll Have to Choose Controls or Freedom

By Fred C. Barksdale
President, Southern Wholesale
Hardware Association



BIG news came out of Washington the other day. After nearly a year of gallant OPS rear-guard action, the price ceiling was removed from new and second-hand corn cobs and prohibition-era whiskey. That reluctant step closely followed similar action on wigs, cat beds and hand-decorated used bottles. And then—look out for inflation!—with reckless abandon, the market was thrown wide open on stuffed elephants, plastic turkeys and "non-edible foods," if you know what that means.

If such horse play were not so serious it would be funnier than Amos and Andy.

Let's cut out the monkey business and get down to brass tacks on controls. Of course, if it were what our self-appointed "economic planners" would have us believe, all would be hunky dory. Really, all that keeps the thing from being a success is, it just won't work. We've got to deal with cold realities, not fuzzy fancy. We've got to take controls as fed to us, not as pictured by those who either don't know or don't care what they are talking about.

Controls—the antonym of freedom. And freedom, blessed freedom, is what men have fought and died for. It's what we are told thousands of young American "policemen" are dying for in Korea today.

Certainly we don't want to handicap the defense effort. We don't want to further jeopardize our na-

tion's security and the peace of the world. That's why our people rather blindly tolerate the present controls farce.

We are told "buy only what you need and pay no more than ceiling price." So far, so good. We've long shouted the same frightened plea to the government, but no soap.

Government extravagance and waste and graft is a sickening scandal at home and an invitation to predatory tactics by other nations who are dealing with us. It has passed the point of national safety and still it mounts. It is a prime factor in generating the very inflationary pressure that the controls program is supposed to relieve. One might as well try to empty a barrel under a down spout with a tea spoon.

Government extravagance is more reprehensible than individual spending. Such prodigal recklessness, through excessive taxes, picks the pockets and squanders the substance of the whole people.

Controls? To be sure. But let's direct the controls at politics-inspired unnecessary bureaus, free

Watch the Camel's Nose!

C. E. WILSON, president of General Motors, in warning against the dangerous expansion of Federal controls, tells the fable of the Arab who was sitting in his tent one night when a camel thrust his nose under the flap and said: "Master, let me put my nose in your tent, for it cold and stormy outside." The Arab readily agreed to this modest request, then turned over and went to sleep. Later he awoke and found the camel's head and forelegs in the tent, also. And when awakened again, in the morning, he was outside in the cold and the camel had the tent all to himself.

Florida vacations, deep freezes, mink coats and tax knock-downs. That will do much to reduce inflationary pressure. It will also help restore confidence in the good faith of those who preach "buy only what you need and pay no more than ceiling price."

Our Creator made a pretty good job of establishing the laws of nature. No mortal has yet been found smart enough to repeal them and get away with it. But He expects man to see that natural laws function as smoothly as possible, not to block them.

For the sake of argument, then, let's admit in the beginning that in case of war or other national emergency, our economy is suddenly thrown out of balance. While the basic law of supply and demand would eventually make necessary adjustments, it might not operate quickly enough to meet the threatened danger and avoid hardships. Then, recognizing the need for prompt action to protect the over-all good, our people freely agree to government intervention, as a temporary expedient, to direct production and distribution and restrain prices until natural laws can function effectively.

So, in emergency, business accepts the verdict gracefully in spite of inefficient and irresponsible official bungling. It does more than its part in an effort to make an artificial economic plan work.

But to repeat, if our free enterprise system is to survive, a controls system cannot be tolerated after the emergency that inspired patriotic compliance has passed. We refuse to squander the blessings of Americanism that belong to coming generations.

Confidence in the need for any controls program must be inspired by knowledge of the whole truth and nothing but the truth as far as is consistent with national safety. But regulations must be simple and workable. And if even a degree of success is to be realized, the thing must reflect sincerity of purpose and be directed fairly and with some degree of horse sense.

Present regulations began with an irresponsible and unfair price freeze at all levels of distribution—producer, wholesaler, retailer—all at the same time, January 25th, last year. No thought was given to the time required for price changes to sift down the line from producer to consumer. As a result, wholesalers, for example, sold many

items at figures actually under invoice costs.

To illustrate, scales costing \$28.00 plus freight, had to be re-sold at \$26.00 (these are actual figures). The wholesaler's selling price was frozen at \$8.00 on padlocks that were costing \$8.10. And then relief came only on specific items actually received at such price disadvantage.

An answer from OPS, three weeks delayed, to a question on this score brought the enlightening information: "Yes, you might conceivably be higher on 4" than on 6" hinges. Yours truly."

The system gets more complex every hour and limitless problems arise that man can neither foresee



Unnecessary but costly controls, along with government waste and extravagance, have helped put us in this embarrassing predicament

nor cope with. Conflicting and confusing regulations multiply faster than rabbits, and government "analysts" are frequently as bewildered as a third-grade arithmetic pupil trying to teach analytical geometry. An effort to eliminate discrimination against one group backfires against another.

Business finds itself lost in the mirrored maze of Washington crazy house, shackled with miles of red tape, an epidemic of forms and reports, senseless questionnaires and added expense for extra clerical and accounting workers and legal fees.

Past experience is usually accepted as a guide to what might be expected in future. And that's why we're fussing.

Remember the days of OPA? We can't believe, for example, that gasoline regulation 5-C, the

purpose of which, we were told, was to conserve scarce rubber, was conceived in sincerity. Nor was it directed with honesty and efficiency.

Organized propaganda soon shouted that conservation of every drop of critically scarce gasoline meant the "difference between victory and defeat." Rationing boards were even forbidden to allow gas to ordinary mortals "to be used for the purpose of attending funerals or the bedside of sick relatives." Yet, the then vice-president flew half way across the country to the funeral of Tom Pen-dergast. And the "first lady" flew half way around the world, with a swarm of fighter planes as an escort, to rub noses with a native of New Guinea. Damn!

And regulation 5-C disgustingly directed that gas be allowed "candidates for public office to conduct their campaigns." There was no specific mileage limit — just what they needed.

One just could not reconcile the critical scarcity of gasoline and the urgent need of our fighting forces with the blare of a candidate's sound truck. One's conception of justice could not permit the cars of office seekers (literally numbered in thousands) to infest the highway while a salesman, whether of pumps or penicillin, plows or paregoric, piccolos or pile drivers, was placed in the same mileage category as panhandlers and pin-ball operators.

There was no fairness in a provision to "haul voters to the polls," with no limit as to distance, while GI's were limited to 5 gallons of furlough gas and a mother was denied mileage for a visit to her soldier son.

The public could not stomach a set-up under which a notorious black market thrived, through illicit coupons, giving unscrupulous cab operators a virtual subsidy on mobile assignment and other widespread illegal operations.

A national magazine carried a story entitled "Border to Border on Bootleg Gas." The auditor had started at Brownsville, Texas, with one gallon of gas and no coupons. He wound up at the Canadian border with a tank full of gas and a pocket full of coupons. Deer hunters were given "200 extra miles" in Nevada.

So it didn't take long for the program to sink into a sickening farce, held in contempt by a disgusted public. Is it surprising that it soon

(Continued on page 112)

Notable 1951 Record of BUILDING VOLUME

By expanding its inventory and selling organization this pioneer wholesale hardware business boosted sales



W. E. Smith

By Baron Creager

WITH THE CLOSE of 1951, gross sales volume for the hardware division of the Oklahoma Hardware Co., of Oklahoma City, Okla., showed an increase of slightly more than 46 percent over 1950.

For this pioneer institution which began business on January 1, 1901, operating as the Oklahoma City Hardware Co., until June 1951, the rate of sales increase last year for all divisions was 35 percent.

Most significant is the rate of more than 46 percent increase of sales in hardware lines. This is more than nine times the national average of 5 percent and 15 times the Southwestern average of 3 percent.

W. E. (Gene) Smith, who introduced reforms that produced the somewhat spectacular increase, points out, however, that "there was only one direction in which the company sales could go, and that was up."

After 24 years with the Morrow-Thomas Hardware Co., in Amarillo, Texas, Smith took command at Oklahoma Hardware last January 1 with the title of executive vice-president and general manager. He moved into the presidency, retaining the title of general manager, after the first meeting of the board this year, early in February.

Gene Smith found that two conditions had contributed most to the steady decline of this pioneer firm over a period of years.

For one thing morale in the sales department was low, principally because salesmen had been compelled to watch competitors, with plenty of merchandise, make successful invasion of the territory. Some sales territories were so large that salesmen were unable to cultivate secondary accounts and drove through some towns without stopping.

Secondly, inventories were woefully depleted, in volume and variety, with a large number of lines having been abandoned. The inventory store-wide was entirely inadequate to serve the territory.

Smith also found, however, that dealers had few if any complaints against company personnel or policies. The general attitude of dealers was, "It's a fine old house, just not very active."

Although Oklahoma Hardware had about reached the bottom and the "only direction sales could go was up," the steps taken by the new general manager and executive vice-president might suggest productive remedies in some phase of the business for other wholesalers, whether volume is satisfactory or not.

"The first thing we did was devote attention to rebuilding the inventory," explains Smith.

"Naturally, all of the five or six major steps taken to regain volume position were more or less geared to one another, at least in part.

"But an inventory adequate to

support the sales organization with, an expansion in personnel that was obviously necessary, claimed first attention. Increased capitalization was called for, of course, and thereafter we eventually increased the inventory by more than two and a half times.

"Next, the selling organization had to be expanded. When I came here there were 11 salesmen. The sales force was increased to 18 men. Fifteen of these salesmen are on general lines, three are specialty men.

"We had to reduce the size of several territories to get more concentrated coverage. A number of salesmen were requiring three weeks to get around the territory and were merely 'high-spotting' it even in three weeks. The coverage was considerably less than thorough and some salesmen found themselves compelled to drive right through towns of 2,000 and more population. Now, every territory salesman can cover his territory and do it thoroughly in two weeks and the three city men can get around in a week."

Building up the inventory, Smith adds, meant re-establishment of relations, which had been allowed to stagnate, between the company and a large number of manufacturers. Literally hundreds of new lines were added and Oklahoma Hardware took on one line of paint for state distribution. This required the addition of one territory, in Northeastern Oklahoma, but in a comparative sense the firm has not expanded into the territories of other wholesalers.

(Continued on page 113)

135 Years of Hardware



... and Stauffer, Eshleman

is still going strong

A 135-YEAR-OLD New Orleans wholesale hardware firm—Stauffer, Eshleman & Co.—with a history almost as colorful as that of the city in which it is located, recently moved to a new location after more than 100 years on Canal street, main thoroughfare of the Crescent City.

The firm's records date back to 1817, just two years after the Battle of New Orleans, in which Gen. Andrew Jackson's Tennessee volunteers and Jean Lafitte's pirates defeated the British in the final battle of the War of 1812. The infant business was located at the corner of Canal and Magazine and then operated under the name of Augustus Whiting.

In 1835, Isaac Hull Stauffer, grandfather of the present two chief executives of the company, came to work for the firm of Whiting and Slark. He had served his apprenticeship with the Steinman Hardware Company of Lancaster, Pa.

By 1850, Isaac Hull Stauffer had become a partner in the firm, and the wholesale hardware company of Slark, Day and Stauffer moved across Canal street to the location it occupied for more than a century—until 1951, when it moved to its present quarters.

In its early days the firm handled hardware, agricultural implements, and mill supplies. Tinplate, iron, saws, and cutlery were imported from England, for the United States was still a young nation and her tremendous industrialization had not yet come about.

Also imported from England was

boiler plate for the steamboat trade. Many of the historic old Mississippi River steamers were outfitted by the firm's predecessors.

In the 1850's, Isaac Hull Stauffer brought his nephew, Benjamin F. Eshleman, to New Orleans, eventually taking him as a partner, and changing the firm's name once again to Stauffer and Eshleman. In 1904, upon the death of Grandfather Stauffer, the firm became a stock corporation, with the name of Stauffer, Eshleman & Co., which it bears to this day.

When Isaac Hull Stauffer died in 1904, he was succeeded in the presidency of the firm by Walter R. Stauffer, father of the present vice-president. He headed the firm until 1932. The present Isaac Hull Stauffer has headed the firm since then, with his cousin, Walter J. Stauffer, vice-president.

Isaac Hull, a name which appears frequently in the Stauffer genealogy, was skipper of the USS Constitution during the War of 1812. The commodore was a great hero in the Pennsylvania country whence the Stauffers came, and though he was no relation, the name was handed down from generation to generation in the Stauffer family.

There has been a Stauffer in the firm for 116 years of its 135-year history.

And during those years there have been many amusing, as well as historic, incidents.

Drausin Perrett, affectionately known as "Old Man Perrett," bookkeeper and office manager of the company for many years, installed the Old English system of bookkeeping. Only in 1933 were the company's books modernized.

Under this system, the journal was called the "day book," and the ledger was labeled "personal and



Isaac Hull Stauffer, president, seated, and Walter J. Stauffer, vice president, head one of the South's pioneer wholesale hardware firms

Walter J. Stauffer looks up at signs which adorned the old building during its long history. Hanging below the signs are ancient, slave-made bricks taken from the old building



fictitious." Walter Stauffer laughs when he recalls that federal revenue agents, coming across the "Personal and fictitious" ledger, thought they had stumbled upon some sort of fraudulent practice. "They seemed sort of disappointed when we explained it to them," he says.

The Stauffer firm and family have more than a casual hand in the history of New Orleans and the South. The story is told that when Capt. James B. Eads was building the jetty system at the mouth of the Mississippi, he was beset with financial difficulties. He appealed to Isaac Hull Stauffer and was granted a bill of credit. The grant enabled Eads to obtain credit from other sources and to successfully complete his project.

As Walter J. Stauffer says, "The other business men figured if Grandfather was fool enough to take a chance on him, they might as well, too."

The construction of the jetty system made it possible to control for the first time the shifting sands at the mouth of the Mississippi. Upon completion of the project in 1879, New Orleans was opened to the world as a first-rate port. Today, New Orleans is recognized as the second port in the United States, outstripped only by that of the world's largest city,

New York.

The company's recent move served to consolidate its operations and to leave available floor space virtually unchanged. The former location consisted of four adjoining buildings of about 25,000 square feet (which the Stauffers describe as "slowly collapsing"), and a warehouse of about 100,000

(Continued on page 90)

from century-old home to modern, new headquarters



Firm's old home for more than a century was located on New Orleans' Canal St. Building has now been razed



Company's new home is this modern five-story building with sizable display rooms and ample warehouse

Right: the A. N. Brady Co. board of strategy: F. E. Patton, purchasing agent; H. S. Swygert, a leading salesman and trouble-shooter; A. N. Brady, president, and H. E. Bagwell, secretary. In the past five years the company has developed from a small initial capital to present net assets of \$328,000—from nothing to a gross annual volume of more than \$2.5 million. Firm is now ready to begin construction of new building complete with private railroad siding



Facing Great Handicaps--



Order desk clerk inspects lobby display of lawnmowers, stoves

He quickly built profitable wholesale hardware volume

IN SOUTH FLORIDA, an area with few cities and only a million total population, the A. N. Brady Wholesale Hardware Co. of Miami has developed in the past five years from a slender initial capital of \$30,000 to present assets of \$328,000—from nothing to a gross annual volume of over \$2.5 million! Expanding their leased quarters on North Miami Avenue three times, they are now ready to start their own building, complete with

private railroad siding, for still more elbow room and growing space.

"What's the secret of such phenomenal growth," Mr. Brady was asked.

"No secret to it," answered the genial, optimistic veteran of 42 years of Florida hardware experience. "We simply built our business on individual initiative and personal service—with a generous infusion of old-fashioned Southern courtesy and honesty of purpose.

"Although we started on a comparative shoestring in a business that fairly eats up capital, we had invisible assets in our many years of hardware experience in this area; and we enjoyed the confidence, not only of the local retailers, but of several manufacturers who extended us credit far beyond our modest rating.



Left: Packing room crew at work on a busy day. Employees are responsible for organizing their own work according to their own ideas and experience. Proof of the effectiveness of this plan is firm's swiftness in filling orders, keeping customers happy

The A. N. Brady Co. offers impressive proof that there is ample opportunity for newcomers in the hardware business. In five years they have developed an annual volume of \$2.5 million and a new building is planned to provide the space for still further expansion



Company has six trucks. 1½ to 2 tons in size. Deliveries are made in a 150-mile radius covering all of South Florida

"We were too poor at the start, and needed the business too badly, to depend on just average or routine salesmen. From the beginning we put both our selling and service in the hands of ambitious, trained and trusted men from the local hardware field who were willing to gamble with us on the new enterprise; and then gave them freedom of action to grow and to build the business in their own way.

"We have always operated on a salary system, so that our sales force would be encouraged to consider only the long-range welfare of each account. Further, we paid semi-annual bonuses to all inside men as well as salesmen, to make them feel that every one of them was a part of the company and would share fully in the profits as fast as they helped us earn them.

"Then, too, we did some round-the-clock planning to get quick deliveries on reorders through our top-level contacts with suppliers. And we made our retailers feel that we regarded their business as our business; that every one

in our plant was working with a personal and long-term interest, to understand and fill their needs. This included helping them to see quick profits in new items, and new merchandising methods, and in maintaining a balanced stock. Also we saw to it that each account got its share of hard-to-get, postwar items and was aware of that fact.

"Personal friendship and confidence paid off for us on both ends, in getting merchandise quickly and in placing it where reliable retailers knew how to use it to build future business, both for themselves and for us.

"Another thing we did, and still do, is to streamline our operations by making everybody responsible for organizing his own work according to his own ideas and experience rather than by some tricky and cumbersome paperwork system. Our salesmen have a minimum of reports to fill out, as each knows his own customers and problems better than we do. We'd rather have him spend all his time selling and helping the customer than a lot of it just

writing us notes and records.

"From the beginning we never 'rode' our salesmen or tried to make them afraid for their jobs; if they needed that, we didn't want them.

"Similarly, in filling orders and maintaining our inventory, we'd rather have the staff concentrate on moving the goods than just counting the stock. Every clerk and department head bears seasonal and general inventory needs in mind all the time, and makes re-order suggestions automatically and in the proper time sequence to the man above him.

"An experienced man works out his own system, and we feel it's better for them to have it in their heads than to have to go and look it up in the book. It's only when a business gets too big or a man doesn't know his job that you have to have a rigid, complicated, over-

(Continued on page 116)



Veteran staff of employees results in impressive efficiency. Many are stockholders in the firm.



The plant and its functions occupy four acres, with 1 1/3 outside acres paved including a material yard 200 by 150 feet. There are 40,000 square feet in outside shed storage for pipe and heavy supplies. Plant has 120,000 square feet of storage and office space.

By Baron Creager

Goods Move More Quickly in This New Modern One-Story Plant

THERE will be no night work in the warehouse of the vast new plant of the Corpus Christi Hardware Company, in the Texas city from which the firm takes its name, for daylight is the only illumination made available.

Twenty-two skylights are arranged and distributed to admit sufficient sunlight, or the paler

Movement of merchandise and filling of orders gain added speed in this wholesaler's large, one-story plant

grade of daylight that filters through an overhang of clouds, but in sufficient quantity even in the latter case to provide adequate illumination.

These skylights, raised above the roof and installed more than 16 feet above the warehouse floor, are of special construction and each in a location determined by the technique of lighting experts.

They must and do perform without artificial or natural assistance,

the function of lighting one of the South's biggest warehouses, for there are no outside windows of any significance in respect to lighting.

Considering the problem of keeping the floor of this vast warehouse clean, the company purchased a gasoline-driven sweeping machine. It is, in effect, a street sweeper, built to size that permits it to function along the miles of aisles defined by neat stacks of



Order clerks, above, use roller skates to facilitate the assembling of orders. They push supermarket baskets ahead of them. The hardware sales and display room, right, is one of four which simplify purchases. There are separate display rooms for the three other divisions — electrical, automotive and plumbing and heating. Orders are transmitted by pneumatic tube to the shipping department.





From each of four division sales rooms pneumatic tubes carry dealer orders quickly to company warehouse



Speedy coverage of the long aisles in the warehouse and filling of orders is facilitated by bicycle clerks

merchandise. And since the sweeping machine must operate much at night, it is equipped with a headlight.

Even as this new plant was opened formally in January, it was made known that the company already has in the blueprint stage, plans for expansion as and when that comes necessary.

It had been a long and sometimes difficult climb from a small beginning as a retail store when the principal items of merchandise were lariat ropes, trace chains, buggies, saddles and pot-bellied stoves. It is the theory of Edwin Flato, founder and president of the wholesale concern, that this expansion is keeping pace with development which, in South Tex-

as, has barely been a beginning.

There is ample room for more expansion; for C. C. Hardware, as it is known generally, has created in a new location four miles from the shopping district of Corpus Christi, a 12-acre project. Separated from the shopping district by a thoroughfare, an undeveloped tract of eight acres has been acquired by the firm.

The plant and its functions occupy four acres, with 1½ outside acres paved, including a material yard 200 by 150 feet. There are 40,000 square feet in outside shed storage for pipe and heavy supplies where these will be protected from extremes in temperature.

Floor, walls and roof are of

(Continued on page 122)



Sweeping machine solves problem of keeping vast warehouse clean. Note headlight for night work



Company has two of these electrically operated low-lift trucks which speed up movement of merchandise in warehouse, and loading trucks



Company's two fork-lift trucks help store merchandise quickly



Aerial view of the convention hotels shows Whitehall in the foreground, with the Biltmore and Mayflower at left

PALM BEACH CONVENTION

THE ANNUAL JOINT convention of the Southern Wholesale Hardware Association and the American Hardware Manufacturers Association, at Palm Beach, Florida, April 6-10, is expected to bring a new high attendance record. The full facilities of the three convention hotels — Biltmore, Whitehall and Mayflower — were sold out for the period of the convention many weeks in advance, and arrangements were made with a number of other hotels in Palm Beach and West Palm Beach to help take care of the crowd.

The convention does not open formally until Monday, April 7;

but to take care of the many who arrive early, registrations will start on Saturday morning and continue through Sunday and Monday.

First feature of the business program will be the special Sporting Goods Session of the Southern Association, on Monday morning. Principal speakers will be A. O. Beyer, of The Coleman Co.; whose subject will be "Opportunities for Southern Hardware Wholesalers," and E. Art Nuss, of the Airex Corp., with an address and demonstration on "Spinning Tackle." General discussion of a number of topics relating to promotion of sporting goods sales will follow.

Keynote speaker of the convention will be U. S. Senator George A. Smathers, who will address the joint opening business session of the two associations, on Monday night, April 7. There will be two other short joint sessions of the two associations, on Tuesday morning and Wednesday morning, each one following a separate business meeting of the Southern Association. Principal speakers of the two joint sessions will be Alfred Edwards, prominent British industrialist and former member of the Parliament, and Dr. Neil Carothers, long-time head of the Department of Business Administration, Lehigh University, and one of the nation's outstanding speakers on economic problems.

A new and notable feature of the separate Southern Association meeting will be a one-hour presentation of views of Modern Warehousing Practices in some of the newer wholesale hardware plants over the South. There will be some detailed explanation in each case, as these views are projected on the screen. In addition, the three Southern Association sessions — on Tuesday, Wednesday and Thursday mornings — will include talks on and general discussions of a number of timely subjects, including the following:

(Continued on page 124)

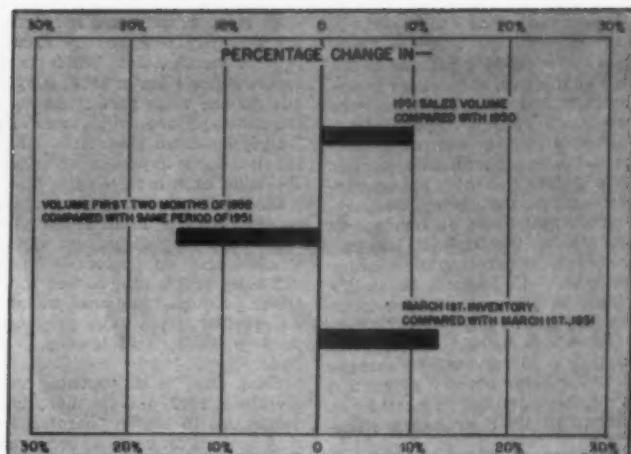


Fred C. Barksdale
President, the S. W. H. A.



Richard L. White
President, the A. H. M. A.

For 1951 a majority of southern hardware wholesalers reported a gain in sales. The chart at right shows the percentage of increase in 1951 sales compared with 1950, the average percentage decrease for the first two months of 1952, and the increase in inventory over the corresponding period of 1951



Wholesalers' Reports on--

HARDWARE SALES

Volume for 1951 - Prospects for 1952

DESPITE THE sluggishness which characterized virtually all lines of trade during the latter half of 1951, a majority of southern hardware wholesalers ended the year with total sales volume exceeding that of 1950.

Part of this increase can be attributed to higher prices for merchandise, but most of the credit should go to the abnormally heavy buying which took place on all levels of trade during the first few months of 1951. Spurred on by ominous government predictions of materials shortages and a consequent lowering of production of civilian-type goods, consumers, retailers and wholesalers invested heavily in merchandise. By mid-year, with nearly all merchandise still in ample supply, such "panic buying" slackened off, and in the late summer months business activity was at its low point for the year. Wholesalers and retailers had the task of working off heavy inventories in the face of a continued lull in consumer buying which has extended through the first two months of 1952.

While most authoritative sources—in view of high consumer income and the coming volume of defense work—continue to predict "good" business for the remainder of the

year, southern hardware wholesalers are more cautious in their approach to what the remaining months of the year hold in prospect for the hardware business in particular.

Wholesale hardware inventories are somewhat higher than in the 1951 period, and retail sales of hardware, according to wholesaler estimates, are substantially less than a year ago. In view, then, of the decline in wholesale hardware sales for the first two months of 1952, and with the now obvious fact that, short of all-out war, serious shortages of merchandise will not develop, a majority of southern hardware wholesalers estimate that sales volume in 1952 will be less than in 1951.

Summarized here are the results of a survey in which southern hardware wholesalers were asked to comment on the state of the hardware trade down South. Their combined opinions may indicate what lies ahead

These are among the highlights of a survey conducted recently by SOUTHERN HARDWARE among a representative number of hardware wholesalers in the 16 southern and southwestern states.

Sixty-five percent of the wholesalers participating in the survey reported a gain in sales for 1951 as compared with 1950. The reported increases ranged from 1½ to 23 percent, with the average increase being about 10 percent. A decrease in sales for 1951 was reported by 33 percent. Answers, here, ranged from 1 to 20 percent with the average decline being approximately 8 percent. A small number of wholesalers—less than 3 percent—reported no change in sales from the previous year.

In the percentage of sales gain or loss, conditions in no one section were in sharp contrast with another. In several instances wholesalers in the same area gave opposite pictures, one reporting a sales gain for 1951, the other a decline in sales volume.

1952 Sales

For the first two months of 1952 as compared with the corresponding period of 1951, all but two of the wholesale houses reported a decrease in sales. The listed de-

clines ranged from 7 to 31 percent, with the average decrease being approximately 15½ percent. In the case of the two wholesalers showing increased sales, the gains were one and 9 percent respectively.

Meanwhile, inventories are reported to be higher than a year ago by a majority of those houses participating in the survey. Seventy-four percent listed an increase in inventories, the increases ranging from 7 to 29 percent. The average increase is 13 percent. Some decrease in the size of inventories was indicated by 19 percent. These wholesalers listed decreases of from 5 to 13 percent, the average decrease being about 9 percent. A negligible number reported no change in their inventory situations.

Volume Predictions

The trend in retail sales for the first two months of the year accounts in part for southern wholesalers' cautious outlook for the remainder of 1952. All but three wholesalers estimate that retail sales in the first two months of 1952 were less than in the 1951 period. About half the replies gave specific figures in estimating the decrease in retail sales, while the remainder merely indicated that sales were "less" or "lower" on the retail level. For those wholesalers giving a definite figure, the typical decrease in retail sales estimated was from 10 to 15 percent. Two wholesalers estimated that retail sales for the first two months of 1952 are about the same as in the 1951 period, while one wholesaler indicated that sales by his retail customers were showing "slight improvement."

In regards to the state of retailer inventories, there was little agreement among reporting wholesalers. A variety of answers was given, such as: "higher," "lower," "higher and unbalanced," "lower and unbalanced," "higher and better balanced," "lower and better balanced," etc. Generally, however, 44 percent of the reporting wholesalers indicated that retailer inventories are higher than a year ago, while 22 percent indicated that inventories are lower. In the opinion of 22 percent, retailer inventories are in a better balanced condition than a year ago. The remaining wholesalers replying to this question merely stated that inventories are "unbalanced" or "about the same" or "normal."

Meanwhile, the wholesale hard-

ware trade in the South is not being seriously bothered by shortages of merchandise. Wholesalers report a few lines in short supply but for the most part stress that the shortages are not serious. The feeling indicated generally is that the situation is improving and what shortages exist are easing.

Giving most serious trouble are copper products, listed as being in short supply by 51 percent of the wholesalers. 33 percent indicate difficulty in obtaining barbed wire. Other products mentioned included: roofing, pipe, brass products, steel products, field fencing, and nails.

Slow sales in the opening two months of 1952, plus the many uncertainties in the business scene, may account for cautious estimates which southern wholesalers make concerning 1952 sales volume. 63 percent predict that volume for 1952 will be less than in 1951. Their estimates range from a 5 to 20 percent decrease, with an average of about 11 percent. An increased sales volume in 1952 was predicted by 22 percent, their estimates ranging from 3 to 10 percent, with an average of about 7 percent. The remainder are of the opinion that sales volume will continue on about the same level.

Prospects for Supplies

Wholesalers are more optimistic about the probable supply of merchandise in the coming months. Generally, they feel that the situation is favorable and that merchandise will be in satisfactory supply. Some typical comments follow:

Georgia—"All you want of most things now; all you want of anything by Fall."

West Virginia—"In our opinion, there will be more merchandise available than there will be funds with which to purchase."

Alabama—"Unless there is a drastic change, most merchandise will be in over-supply."

Tennessee—"Will have plenty."

North Carolina—"Better than Washington would like."

Texas—"Plentiful."

Louisiana—"More than ample."

South Carolina—"Based on present information, our belief is that all shortages will ease during the balance of the year."

Virginia—"Encouraging."

Oklahoma—"Good supply."

Arkansas—"No serious shortages."

Mississippi—"Improving all along."

Kentucky—"Will improve."

Florida—"Good."

135 Years of Hardware

(Continued from page 83)

square feet in another part of the city. The present site, a modern five-story structure built in the 1920's, has about 116,000 square feet of space.

The major portion of the business today is in shelf and general hardware, nails and wire products, pipe, roofing, plumbing supplies and some marine supplies. But the Stauffers no longer outfit the "Queens of the Mississippi," the river boats.

And there is "hardly any business in horse-drawn implements," the Stauffers remark. "Why, we sold buggies until just before World War II."

The advent of electrical appliances and supplies has brought about the greatest change in the hardware business, they say. Today the company handles almost all of the modern labor-saving devices of this modern, electrical age.

The company has 118 employees and covers a territory consisting of all of Louisiana except Shreveport, and Mississippi from Jackson south. There was a time when the company sent its salesmen into the greater part of the South; but the present policy is to give much more intensive coverage of a compact territory.

"Sales methods have changed a lot," Walter Stauffer remarked. "Our traveling men used to show cutlery in the hotel sample rooms, in the towns they sold. The merchants would want samples, and we would wind up giving away more pocket knives than we sold."

"Until World War I, we imported our own brand of specially-made cutlery from Germany. It was fine merchandise, and many American makers admired and tried to match it."

Times have changed, and will continue to change, but Stauffer, Eshleman & Co., one of the South's pioneer hardware wholesale businesses, is still going strong. And with a bright past history and an even brighter future, it's a good bet that this wholesale hardware business will still be going another 100 years from now.



What you should know about

Insect Wire Screening

No. 1 in a series

THERE are two ways to sell window screening at retail. One, the easy way, is to give the customer what he asks for, or whatever is handiest, ring up the sale and forget it. But that procedure may not result in lasting satisfaction to the customer. If satisfaction is not obtained, your reputation will suffer, and you may lose a customer without ever knowing it; a painless situation if we accept the easy philosophy that what we don't know needn't worry us. A successful retail business, however—any business for that matter—is built on the solid foundation of giving customers as nearly perfect satisfaction as possible.

So the best way to sell wire screening is to inquire into the conditions under which it is to be used, and then recommend the purchase of a type which is best suited to those conditions. That calls for an intimate knowledge of the product, and how, where, and why, a particular type should be used under specific conditions.

All of which should prompt us to make sure that we know all there is to be learned about this seemingly commonplace, but really quite interesting if not somewhat complex product. For example, you ought to know why 14-mesh and 12-mesh insect wire screening are poor buys at any price; why copper tacks should not be used for fastening aluminum screening in wooden frames; how much light and air is cut off by different sizes of screen mesh, and why bronze screening stains some white houses and not others.

By Ralph W. Bacon
Secretary
Insect Wire Screening Bureau

Galvanized Wire Screening

A few years back, two types of galvanized wire screening were commonly marketed; bright or galvanized before woven, and electro galvanized, which is dull grey in color and, as its name indicates, is a zinc coating applied by the electrolytic process after the screening is woven. Today, by far, a major portion of all the insect wire screening produced in this country is electrolytically coated (galvanized) steel. Bright galvanized (zinc coated before woven) has faded into the background. That is largely because modern electro-plating equipment and methods permit precise control over the thickness of zinc which is applied. An adequate and uniform coating of zinc is essential to satisfactory life of the product when exposed to the weather.

The electrolytic process employ-

ed in the production of electro-galvanized steel screening, in principle, is the same as the processes employed for plating silver knives and forks, and the gold plating of better types of costume jewelry. Just how the term "galvanized" came to be chosen as a name for zinc-coated steel is obscure, since no particular galvanic action takes place other than that which is common to the chemical reaction which always results when two or more unlike metals come in contact with each other. Galvanizing is a comparatively modern process; the first known patents for hot-dip galvanizing were taken out in England in 1837. That, however, antedates the first woven wire screening by 20 years. The first wire window screening woven in this country was made in 1857.

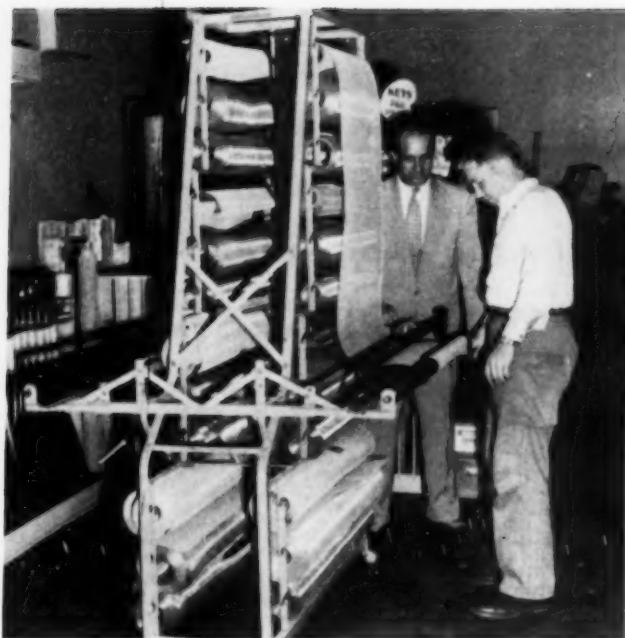
For the sake of increased rigidity, uniformity in coloring and added protection against corrosion, most manufacturers give their electro-galvanized wire screening a final finishing coat of lacquer, though some use paint and others have a patented type of finishing coat. Such procedures, however, are optional since plain zinc-coated, electro-plated, or galvanized-before-woven, meets all the requirements of Commercial Standard CS 138-49 for galvanized insect wire screening.

Black Painted Steel Screening

Black painted, sometimes called "enameled black," is but little used nowadays. It is distinctly inferior to galvanized in lasting qualities and, subsequent to the develop-

THIS IS the first of a series of three articles by Mr. Bacon who, as Secretary of the Insect Wire Screening Bureau, is a recognized authority on this product line. These articles are designed to give retail salesmen that product knowledge and sales ammunition necessary for a more effective selling job.

In a forthcoming issue **SOUTHERN HARDWARE** will present information on plastic screen cloth



In selling insect wire screening determine the conditions under which it will be used then recommend type best suited to those conditions

ment of electro galvanized, has never been anything other than a low-priced, competitive product. It is not standard and its use is not advocated because of its low resistance to rust and comparatively rapid deterioration upon exposure to the weather.

Other Painted Steel Screening

This is a complex subject. There are various types, branded and unbranded, of steel screening on the market, some of which are excellent products whereas others are almost fraudulent, palpable substitutes obviously intended to be mistaken for genuine bronze and aluminum screening.

Not too long ago a "smart" distributor was severely castigated by the Federal Trade Commission and ordered to cease and desist from offering aluminum-painted plain steel screening as being an "aluminum" product.

In general, it can be safely asserted that where any type or color of paint applied on top of commercially standard galvanized steel screening, the resultant product, provided it is not misrepresented as being "bronze," "aluminum," or anything other than what it basically is, a steel insect wire screen-

ing is a good product.

Due to its supplementary finish coat of paint, galvanized steel screening of that description should be superior in weather-resistant qualities, to ordinary galvanized screening. Plain carbon steel screening, on the other hand, which is finished with merely a coating of paint (no zinc coating underneath), regardless of coloring or appearance, will give distinctly inferior service to commercially standard electro-galvanized steel screening.

Bronze Screening

Commercial bronze insect wire screening, commonly called just "bronze screening," is a standard brass-mill alloy made of approximately 90% copper and 10% zinc. It was named "commercial bronze" not to deceive the public into believing that it is the same as statuary bronze, or phosphor bronze, both of which contain tin, but to distinguish it from other brass alloys such as high brass, low brass, yellow (Muntz) metal and the like. Exhaustive tests and over 50 years of use have conclusively demonstrated that commercial bronze insect wire screening has weather and corrosion resistant qualities

that are fully equal to pure copper. No ordinary brass alloy, such as 70/30 and 60/40, will stand up under exposure to the weather; they crystallize and crack, sometimes after only a few weeks of outdoor exposure.

There are innumerable industrial uses for woven wire cloth in all regular brass alloys, but they bear no relationship to insect wire screening as such.

A year or two ago, Japan shipped 1,200,000 square feet of ordinary brass wire cloth to this country under the mistaken impression that it could compete with our U. S. bronze product. Needless to say, little if any of it was disposed of for window screening purposes.

Cost Prohibitive

Many tin-bronze alloys would make good window screening, but their cost is prohibitive for commercial production and marketing.

Bronze insect wire screening is supplied in two finishes, bright and antique. Bright bronze screening, as its name indicates, is the natural, bright, golden color which is the precious heritage of a 90/10 copper-base alloy. It will hold its bright color for varying lengths of time dependent upon atmospheric conditions; usually, however, not longer than its first full season of outdoor use. As it "weathers," bright bronze screening loses its bright color and turns to a medium dark, dull brown which is really an advantage because, as the shine disappears, visibility through the mesh is very much improved.

Antique bronze screening is deep, dark brown in color, a finish which is obtained by means of a special treatment after the screening is woven and which adds nothing to, nor takes anything away from, the lasting qualities of the basic commercial bronze alloy. Antique bronze screening, due to the absence of any glare from reflected light, gives better visibility (less obstruction to clear vision) than any other kind of window screening.

All bright and antique bronze screening is given a final finishing coat of lacquer, or varnish; clear for bright bronze screening and pigmented (colored) for antique. That serves two purposes; it stiffens the mesh and temporarily protects against staining of a house from the wash-off of cop-

(Continued on page 125)



The paint display island, slightly below eye-level, encourages self-service and increases the sale of small size cans of enamels and varnish, placed within clear vision and easy reach of the customer

—By—

William Bottenhorn

Moving paint to an island display

WHEN Martin Hardware store moved paint from behind the counter wall shelves to an island display, paint sales increased immediately and have continued to prove the advantages of open display.

"The trend today is to place merchandise on open display," said William C. Martin, owner. "Make it convenient for the customer to inspect it at close range. Then why not do the same for paint?"

Martin opened his store in August, 1950, in a sparsely populated section on the Dixie Highway, about midway between Covington and Fort Mitchell, Kentucky. A radio commercial, advertising a merchant's policy of holding down prices by eliminating costly fixtures, influenced him to design and build almost all of his display fixtures and shelving, he said. The paint display fixture was no exception.

The island has a base four feet wide, and 14 feet long. The top shelf is slightly below average eye level, with the lower shelves spaced to accommodate four quart cans, or three one-gallon cans. The extending shelves at the ends of the display form a convenient place for color cards and small specialty paint items.

The paint island occupies a place in the rear of the store, which Martin claims is an advantage. "A sign on the outside tells the customers we handle paint, and another illuminated sign on the inside directs them to

Increased Sales!



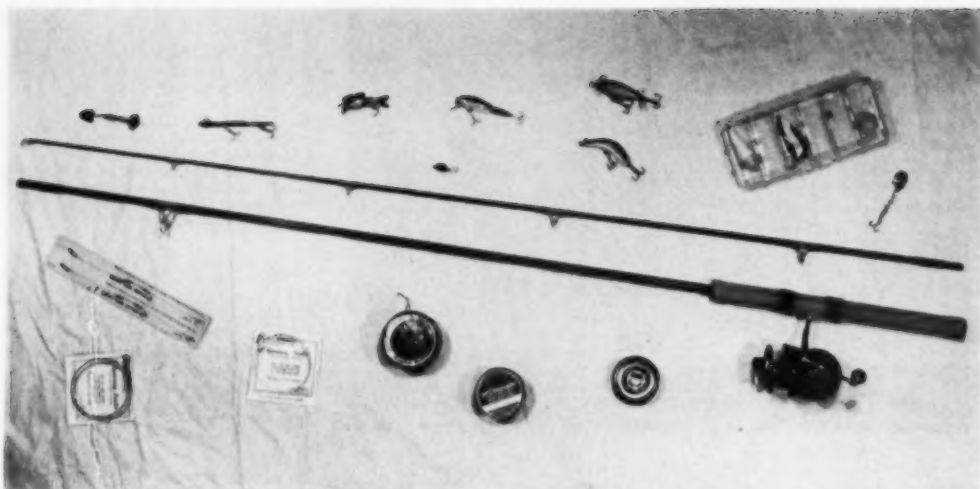
Customers are encouraged to browse leisurely around the store's flat-topped traffic counters, for fast turnover indicates that they buy more when sales pressure is limited to last-minute suggestions

it. But, in passing through the aisles, the customers are looking at other merchandise. About six of every 10 paint customers see something else they want and buy it."

The soundness of Martin's plan has been proven by the increase in the number of sales of small-size cans of gay color enamels and varnish. Before he moved paint to an island, most paint sales were for one or two quarts, or a gallon of one color. Now, with color cards at a convenient place, they are

consulted for the right kind of paint for the job. Leisurely, the customer selects from one to six additional items. When these are brought to the service counter for wrapping, Martin reminds the customer of the need for a small brush to fit the small-mouthed cans. If contrasting colors have been selected, he suggests turpentine to clean the brush. These suggestions increase sales and save time for the customer, he pointed out.

(Continued on page 127)



The average spinning outfit for Southern fresh waters should consist of a 6½- or 7-foot medium to light action rod, a reel with an extra spool, 2 spools of line (4 and 6 or 8-lb. test), snap swivels, plastic keels, at least six lures, a plastic bubble for use in casting the smallest dry flies and popping bugs, a ½ or ¼ snap-on casting weight for use in casting streamer flies, bucktails and other under-water fly-rod lures.

New Opportunities for Profits in Selling Spinning Tackle

By John Martin

THE POST-WAR invasion of the European "coffee-grinder" has reached full-fledged proportions.

As recently as two years ago veteran Southern fishermen were raising their eyebrows at spinning and laughing it off as "just another gadget—a fad for dissatisfied fellows who can't use a casting rod or a fly outfit."

In many instances manufacturers, jobbers and dealers in fishing tackle likewise viewed spinning with a high degree of skepticism.

The growth of spinning as a practicable and sensible method of catching fish was steady, but conservative until last year. Now you may find spin-casters even in the most remote black-waters of the South's extensive swamplands.

And the more important thing about it — the fellow using the thread-line and stationary spool on a 6½-foot rod generally is the fellow: (1) having the most fun; (2) catching the most fish, and (3) accomplishing his purpose with the greatest ease.

The sport of fishing needs no encouragement. In recent years

fishing has attracted thousands of new disciples all over the Southern states, just as it has enrolled millions of newcomers throughout the country. This increase has packed new dollars into the till for hardware dealers.

Glass rods, Nylon-gearred reels, lighter and better tackle—all have combined to give fishing an impetus in recent years.

But the most significant and important stimulant to game fishing in many years is spin-fishing. And the most important NEW DOLLAR in the tackle industry today comes from the sale of spinning tackle.

While two or three years ago most spinning tackle was sold — it had to be sold and promoted then — it now is in demand, and the tackle dealer who fails to carry a representative stock of spinning reels, rods, lines and lures, is leaving his boat without an anchor. He is closing his front door in the face of a tackle-hungry customer.

Spinning began to grow of its

own accord. The demand generally was created by a spin-fisherman who went with other fishermen and came up with most of the catch—not once, but repeatedly.

Its growth became phenomenal last year as a direct result of two years of the most extensive promotion and national advertising that has ever been accorded any method of fishing. Spinning no longer is a stranger, even in small towns and in inaccessible fishing camps.

Even the original die-hards will admit that spinning is the big game of the future. Probably, no other method of catching fish is as easily learned by man, boy or woman. No other method is as sure or deadly. No other method can be used as quickly.

The writer has seen fishermen buy an outfit one hour and return two hours later with the first catch of bass they had ever made.

One of the first fishing tackle buyers in the South to go overboard for spinning was "Professor" J. Everett Roach, who about five years ago had the audacity to place

an order for a half-dozen rods and reels, a few spools of line and a handful of baits.

"I had been hearing something about spinning," Roach admitted, "and felt like it would go in the South and would catch bass down here if it would produce results in New England."

He stocked the spinning tackle with some misgivings, and moved it only by first learning to use it, then demonstrating it to the skeptics.

Roach at the time was an artist with a fly rod. His stock and trade was a bass rod, a bug-taper line and a 1-0 popping bug. For trout he switched to lighter tackle, of course.

In three successive trips the "Professor" and his spinning outfit taught the writer, a stubborn fly man, why it would never do to fish against a good spin-caster. It goes without explanation that he caught the most fish, the largest fish, and he spent less time accomplishing his success.

He now is as deadily accurate with regulation, stock spinning tackle as are the better bait casters. And if you give him a little time, he will show you how accuracy can be attained with a minimum of practice.

Until now, none of the more famous reel manufacturers in this country has designed and marketed a spinning reel. But they are certain to do so. They must to keep pace with fishing demands.

On the contrary, nearly all of the better rod-makers are already competing for the booming spinning business. Likewise, the bait-builders have fallen in line. Five years or more ago who could have been so imaginative as to conceive of a "Lucky 13" that weighed $\frac{1}{4}$ ounce? Such a bait would have been worn in the jacket lapel or on a fisherman's hat. It would have been purely ornamental.

But many leading manufacturers have tooled up to the tune of this new business. Spinning is no longer a novelty. It no longer needs the introduction that was required when the more adventurous dealers not so long ago timidly offered it as a fish-getter.

What is the best outfit to sell or buy? This would be left to the individual preference. There are at least two dozen European reels on the American market, and just as many American-made combination reels. There are fewer true American-made spinning reels.

(Continued on page 127)

The series of pictures at right show four steps in the correct operation of the spinning reel. First, with the line pick-up at the top of the reel, the right index finger should be inserted under lead line and raised until the line is clear of the line pick-up.



Next, the crank handle should be reversed approximately one quarter turn. At this point note that the line pick-up is at the bottom of the reel, the line remaining over the right index finger. Then the left thumb should be placed on the revolving cup and the line pick-up release button pressed up with the left index finger.



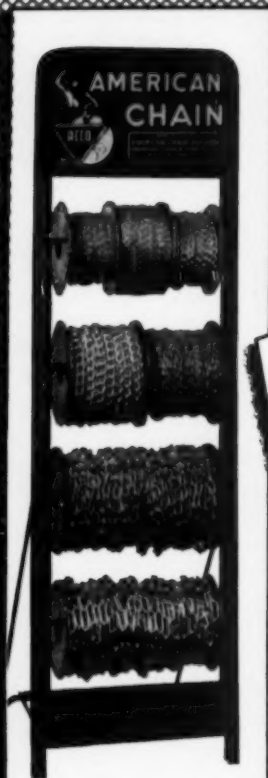
Ready for the cast, the rod should be raised by wrist action only to a position slightly behind the head. To make the rod do a proper job the forward cast should begin without hesitation. During the forward cast the line should be released from the right index finger.



Line is retrieved by turning the crank handle. The line pick-up automatically closes and picks up the line, wrapping it back on the spool. Retrieve may be started at any point during or after the cast.



Sell AMERICAN



ACCO CHAIN SALES-MAKER

This display reminds your customers of the chains they need. It lets them handle it, and that sells chain.

AN ALL-AMERICAN FAVORITE— FAST-MOVING, PROFITABLE

● You can get every kind and size of chain your customers need from one source . . . **AMERICAN CHAIN & CABLE**. Everybody knows **AMERICAN Chain**. It has served generations of the same families. It's an accepted brand. It's an "All-American" favorite. It sells fast. It makes money for you. Check your stock. Order today from your American Chain wholesaler. **Sell AMERICAN.**



Four sizes of both **PROOF** and **BBB** **COIL CHAIN**, self-colored or hot galvanized, come in these easy-to-handle sturdy plywood **ACCO-PAKS**.

COTTER PINS

Put this display on your counter and you'll sell cotter pins because everybody needs them.



Popular Patterns of ACCO Chains you should have in stock



SASH



SAFETY



JACK



MACHINE



TENSO



LOCK LINK

...the Complete Chain Line!



GRAB

For general use. Grabs over a chain link. Won't slip. Drop-forged for 9 chain sizes: $\frac{1}{4}$ " to 1".

HOOKS SLIP

Shaped so chain slips through loop. Dozens of uses. Drop-forged for great strength. Nine sizes: $\frac{1}{4}$ " to 1".



OPEN EYE

Strong, flat spring with an easy-closing eye. Smooth working, serviceable. Zinc or bright finish. Four sizes.

SWIVEL SNAPS

ROPE

For plow lines, halters, swings, boats, etc. Easy to use. Zinc or bright finish. For $\frac{1}{4}$ " to $\frac{1}{2}$ " rope.



**FREE
-BUT GOOD!**

Useful information for all hardware men—
"Fingertip Facts about Hardware Chain"

Write today for your copy.

"The best thing of its kind ever published."



ACCO

Ten: Pa., Atlanta, Chicago, Denver, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, Portland, San Francisco, St. Louis, Seattle.



AMERICAN CHAIN & CABLE

In Branches for Your Safety

**"Intentionally
Better"
AMERICAN
CHAIN**



Early spring means calls for tomato, cabbage, onion and asparagus seeds at Rockville Supply Co. Below, the garden shop recently added to the hardware store to house seeds, fertilizer, sprays and tools, anticipates a 100 percent gain over 1950's big volume

By B. Miller



GARDEN SHOP
... brings added profits
to this store



With the addition of a special shop to house lawn and garden supplies, sales of these products have shown a yearly increase averaging 15%

SINCE THE establishment of its adjoining garden shop in 1946, sales of garden supplies and accessories have increased at least 15 percent each year for the Rockville Supply Co., Rockville, Maryland. The garden shop which houses seeds, garden tools, fertilizers, insecticides, etc., was built as a result of strong community demand for these supplies.

"It seems that people never lost the habit, acquired during the war, of raising their own vegetables," said Cliff Veirs, president of the company, "and when early spring comes we get our first call for lima bean seeds. Then comes the calls for tomato, cabbage, onion, broccoli and asparagus seeds—our best sellers. From planting time through June we do a really large volume on these supplies."

In the 18 x 45 foot garden shop, Veirs displays packaged seeds, potted vegetable plants, fertilizers, sprays, tools, pots and garden boxes of all sizes. A retired nurseryman comes into the shop in late February, sets the shelves in order and draws aside the walls. He checks and waters, trims and cuts plants, weighs out and packages the seeds from bins, and gives advice to home-owners on how to raise their flowers and vegetables.

In an area that was largely dairy farming originally, Montgomery County supports a farm population, as well as many home-

Another Millers Falls Money-Maker

\$7.20

Complete with
four No. 590
Torpedo Levels



NO. 5904 TORPEDO LEVEL DISPLAY UNIT

This colorful, eye-catching display package has demonstrated its ability to do a real merchandising job.

It requires only 3" x 10 1/2" of counter space and contains four of the popular, fast-selling No. 590 Torpedo Levels with:

Easy-to-read, cat's eye vials (one level, one 90° plumb and one 45° plumb) — a glossy black "Bakelite" body combining great strength, imperviousness to moisture and oil, and high stability under temperature changes — a heavy, polished "Nickeloid" top plate set flush with the body and giving good protection to the level vial.

Order from your jobber. Ask him, too, or write us for a complete listing and details on Millers Falls many other modern merchandising displays and self-selling package units.

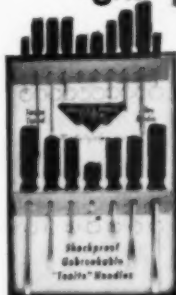
MILLERS FALLS COMPANY, Greenfield, Mass.



Hundreds of stores are cashing in on these sales-stimulating Millers Falls Displays

No. 2120 BUFFING AND SANDING ATTACHMENT DISPLAY. A complete sales unit with 2-speed 100° angle drive, 5" rubber pad, 5" lamb's wool bonnet and two 5" sanding discs. Fits any 1/4" electric drill.

\$8.45*



No. 8500 SCREW DRIVER DISPLAY
Will double your sales of quality screw drivers. Complete with the popular assortment of 17 Millers Falls "Tenite" handle screw drivers.

\$15.00*

No. 3304 MODEL AND PATTERNMAKERS PLANE DISPLAY. Multiplies sales on the No. 33 Black Plane many times over. A natural, impulse-sale item. Four planes in each unit.

\$4.00



*Prices slightly higher in the West

owners with an acre or more of land who came from the city when government expansion raised housing problems. Appreciative of their small pieces of land, these home-owners raise their own vegetables and flowers and keep their lawns seeded.

"We are here to give them instruction and help them garden successfully," said Veirs, who gives advice on quantities of seeds needed according to footage. "Customers come in and say to us, 'How many pounds of vegetable seed do I need for 100 feet?' We sell them one pound, or if they need only one-quarter pound, we sell them that. A little later they come in and say, 'Some insect seems to be eating my cabbage', or 'There's a bug on my tomato plant', or 'What have you got for the Japanese beetle on my roses?' Then my spray and insecticide season begins and continues all through the summer."

Packaged Seed

At one time, Veirs carried ready-made packages of seeds. He has supplanted these with quality seeds he buys by the bushel, stocks in carefully labeled bins, weighs out in ounces, and puts up in lithographed envelopes with his own name and address, as well as planting instructions. This gives Veirs a somewhat larger profit per sale, and the customer gets better quality seeds, more of them for her money, and is generally better satisfied with results.

Veirs orders his stock of farm and garden supplies from the seed houses in late November, when prices are good, and has deliveries made in February. From December through January and February, one of his salesmen canvasses farmers for 100 pound sacks. It is the small home-owner who buys the packaged seeds at 10 cents and the small bags of fertilizers.

As the summer goes along, there is a constant call for rose dust, DDT, oils to spray stone-bearing fruit trees, household sprays and insecticides.

"Sometimes when a customer is puzzled as to what is troubling her plants or fruit trees, we call on one of the chemical companies to send a representative out to her home to inspect her plants," Veirs explained. This might happen in cases where their own nurseryman could not determine the cause of her trouble. "She may bring in a

(Continued on page 128)

Potted Plants Help Dealer Build Added Store Traffic

FOR BRINGING more women customers into the store—and at the same time increasing sales in housewares and other items—nothing is more effective than a specialty potted plant department, according to E. C. Goodman, owner of Goodman Hardware Co., Bellmead, Texas.

"Potted plants are consistently profitable in themselves also," Goodman said. "Mark up averages approximately 50 percent, and while there is a small amount of labor involved in re-potting, the accessory sales which this brings about make the extra time well worth while."

The potted plant department consists of one stair-step fixture, in the center of the store. Approximately 12 feet long, the wooden display fixture consists of seven tiers of shelves, four inches wide. Covered with bright green and yellow decorative paper, the display accommodates 150 potted plants, priced from 39 to 75 cents and includes such popular favorites as ivy, mother-in-law tongue, cactus types, neofytus, etc. At either side are complete displays of flower pots and holders, smart

ceramics and unusual novelty designs. At the other end of the display are tiny watering cans, plant supports and similar accessories.

Potted plants were a success from the first day they went on display. Goodman regularly sells between 250 and 300 potted plants per month, and approximately one-third of these are repotted into the gay, colorful earthenware pots. At the same time, he sells packets of peat moss and similar items.

"It is not unusual for us to sell as many as a dozen potted plants to the same customer within a year," he explained. "Many of our local housewives are now outlining their windows with ivy, using pot plants throughout the house, and consistently thinking of new ways to display them."

Though profitable in themselves, potted plants serve an even more important purpose in increasing store traffic and making Goodman Hardware Co. "shopping headquarters" for local housewives. Sales in almost every section of the housewares, electrical appliance and toy department have zoomed, and the number of

(Continued on page 128)

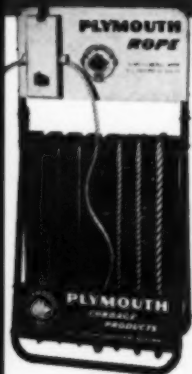


Stair-step fixture accommodates 150 potted plants. Goodman sells 250 to 300 plants per month. Sales of colorful pots brings added profit

MORE ROPE SALES

PLYMOUTH
SHIP BRAND
MANILA Rope...
THE HANDY
HOUSEHOLD
TOOL WITH
1000 USES!

CUSTOMERS
SELL AND SERVE
THEMSELVES



♦ THE SALESMAKER

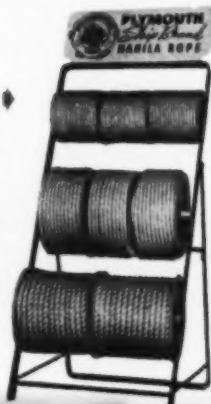
Displays, measures, and cuts rope in any six sizes up to 1" in diameter. Designed for retailers whose volume justifies inventory in full or half coils. Rope may be fed from basement, overhead, shelves, or floor. Nearly 4,000 retailers testify to increased rope sales of 25% to 100% with this unit. Cost: \$17.50 net. (Counter model: \$12.50 net.)

PACKAGED rope, properly displayed, can quickly build more profits for you! If you're not yet in the rope business, it's a sure start toward increasing your overall turnover with minimum investment and inventory. Packaged rope sets up a self-service system which saves you selling time! Packaged rope reminds homeowners, especially, of their needs! Packaged rope encourages people to pick a pack on impulse!

Plymouth's packaged rope—the HandyPak—has proved that it sells itself... has brought added business everywhere—either as a single way of selling rope or in combination with one or both of Plymouth's other merchandising units shown here—the SalesMaker and the SalesRak. Get on the bandwagon now!

♦ THE SALESRAK ♦

Complete with display and dispensing rack as shown. Complete unit contains 16 spools (6 x 1/4", 6 x 3/8", 4 x 1/2"). The 1/4" and 3/8" sizes are connected in units of 3 x 100' spools. The 1/2" size is connected in units of 2 x 100' spools. Rack holds 3 x 1/4", 3 x 3/8", and 2 x 1/2" spools at one time. See your jobber for prices.



If you sell Harvest Twines, look into Plymouth "Red Top" and "Green Top" Binder Twines and Plymouth Baler Twine... first in their fields—the best and most economical that money can buy

PLYMOUTH CORDAGE COMPANY

Plymouth, Massachusetts



Making Sporting Goods



Colan Doerr, left, helps a customer select a life preserver, a requisite for all fishermen who use boats in Mississippi

HOW ARE THEY bitin' today—fishing tackle customers, that is?

You don't have to be a fisherman in order to sell fishing tackle—but it certainly helps.

For instance, there's Colan Doerr, of Doerr Radio & Hardware store in Memphis, Tenn. His store is virtually a clearing house for fishing information.

Doerr likes to fish and hunt as well as the next fellow. He talks it up in his store—and does a phenomenal job of selling. His store's reputation for good stocks of top quality fishing tackle draws customers from all over Memphis. It's an outstanding example of a neighborhood hardware store that can sell its specialties city-wide, despite the competition of big sporting goods stores.

As evidence, the store sells approximately 1,500 fishing licenses each year. And as any hardware store owner knows, those 1,500 licenses mean a lot of business when converted into store traffic.

Colan Doerr is much more modest than most died-in-the-wool fishermen. Let him tell how he's built his business from scratch in 1945.

"To sell much fishing, or hunting, equipment, you've got to be in there pitching all the time, and you've got to know what your customers need," Doerr explains. "We

don't try to sell them a lot of stuff they don't need. We handle only standard lines wherever possible—they sell much easier.

"We carry tackle for any type of fresh water fishing—and we guarantee it will catch fish, too.

"We try to keep posted on fishing conditions at favorite lakes and creeks in three states. Many customers call us regularly after an outing and pass along information for the others. During the season, we have calls every day from customers wanting to know how the fish are biting or what's the water condition at such-and-such a place.

"Most of our customers fish in Tennessee. Cold Creek and private lakes in nearby Lauderdale County

seem most popular, although the TVA lakes—Pickwick and Kentucky—have a large following.

"For the past three years we have sold more than 1,000 Tennessee fishing licenses annually. In addition, we have sold about 200 Arkansas licenses and several hundred Mississippi licenses each year.

"We started selling Tennessee licenses when we opened for business in 1945. We have been selling Mississippi licenses four years and Arkansas licenses since last year."

Incidentally, Doerr finds women are good customers for fishing tackle. Some have even bought outboard motors for their personal use.

What about advertising?



Tackle is available for any type fresh water fishing and represents a big volume item. It's guaranteed to catch fish, too. The store's information on current fishing conditions has proven its best advertisement

4

Reasons why you can *Rely on Round*

1

Every product of the Round Chain Companies is a result of teamwork that starts in this extensive engineering department. Its purpose is to continually develop better products and to solve your special problems.



2

A CHAIN FOR
EVERY NEED

WELDED • WELDLESS
FARM CHAINS • LOG CHAINS
TIRE CHAINS • BUILDING CHAINS
HOISTS • CRANES • WINCHES
DOG CHAINS • FITTINGS AND
ATTACHMENTS

ORDER FROM YOUR WHOLESALER

3

83 YEARS OF "KNOW HOW"
IN BACK OF EVERY PRODUCT



4

THERE'S A ROUND CHAIN COMPANY
RIGHT IN YOUR TERRITORY



Doerr uses one medium that he believes is particularly effective.

"Each year I mail out about 1,000 rod and gun calendars to my best customers," he explains. "Besides showing the best fishing days, the calendars offer a lot of good fishing and hunting information, as well as conservation matter. I have many requests for the calendars each year.

"I do little advertising in the newspapers, but use school and church publications in my community."

Doerr takes advantage of new display ideas and keeps up with

tackle. When equipment was scarce in the immediate post-war period he scoured the country by mail to get certain plugs and hooks preferred by Mid-South fishermen.

"I guess I wrote several hundred letters to sporting goods houses and fishing tackle dealers in other sections of the country," he recalls. "I remember buying some crappie hooks from a Denver, Colo., dealer at a time when they were almost impossible to find in the Memphis area. When the word that I had some got around town, I even had sporting goods shop owners begging for some hooks.

"Most fishing in the Mid-South is for crappie and bass. By contacting stores in other sections where crappie, in particular, was not the principal fish, I was able to get enough hooks to take care of my crappie fishing customers. Of course, I had to pay the retail price for them in most cases. While I made little money, I did make some good customers. Customers who learned that I had good grade, hard-to-get merchandise began dropping in regularly."

Doerr is fortunate in having a location that's close to a large manufacturing plant. With several thousand workers—many of them fishermen—nearby, his store gets much business that normally could be expected to be scattered over the whole city.

Incidentally, Doerr's customers include many fishing and hunting-minded Negroes. He has found such customers to be good ones. Some have bought outboard motors and hunting clothes from him, as well as fishing tackle and guns. He recalls at least one case where a Negro he believed wanted only a small item bought more than \$50 worth of fishing tackle on one visit to the store. And he paid cash, too.

"You never can tell what a person is going to buy when he opens the door," Doerr declares.

In addition to the regular run of fishing tackle, Doerr sells outboard motors, paddles, decoys, picnic ice boxes, minnow buckets, nets, scalers, life preservers, etc.

He pushes life preservers in cases where children are involved. Mississippi, Doerr points out, now
(Continued on page 129)



Above, Willard Haynes, left, and Colan Doerr examine a gun before starting on one of their weekly hunting trips. Below, by knowing fishing conditions in a three-state area, Doerr is able to recommend the right lures to a customer

manufacturing developments in fishing tackle by attending the fishing tackle show staged each year by a Memphis hardware wholesaler. He has put into store use several new display ideas and has increased his stock as the result of show attendance. He's thoroughly sold on the advantages of such shows.

Doerr believes most hardware stores can build up a good fishing tackle business if they really work at it, instead of treating it as a sideline in one small corner of the store. He believes the salesman should be someone with a genuine interest in fishing and hunting. Sporting goods sales account for more than one-third of the Doerr store volume. He figures sporting goods and paint sales are about evenly divided. Together they represent 75 percent of his store's volume.

Doerr has gone to unusual efforts to give his customers what they want in the way of fishing



News-making homes make names

for the architect and builder.

That's the powerful selling theme behind this full page Stanley advertisement addressed to your customers in leading building magazines to increase sales of...

Helps make the homes
that make the news

In today's outstanding homes

... the homes which you (and your prospects) are pictured in the magazines and Sunday newspapers, notice how often Stanley Black Ornamental Hardware is "part of the picture" and goes with practically every architectural style. It adds to the charm of a kitchen, dining-living room, recreation room, or den, giving the homes you build a smart "interior decorator" touch.



Authentically styled

Stanley Black Ornamental Hardware has the hand-wrought "look" of original Early American pieces. And it's far easier and quicker to install.

THE MOST FAMOUS DOORS IN THE WORLD
SWING ON STANLEY HINGES



When selecting
builders' hardware

consider the many possibilities for creating distinctive interiors and keeping building costs down with Stanley Black Ornamental. For complete details and a "houseful" of ideas, send for free booklet.

The Stanley Works, New Britain, Conn.
HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

CONVENTIONS

Tennessee:

DELEGATES to the fifteenth annual convention of the Tennessee Retail Hardware Association, held February 17-19 in Nashville, heard a featured speaker call for more authority in the fair trade laws, then passed a resolution supporting the McGuire Fair Trade Bill, at that time before a House committee.

Tom C. Sharp, secretary of the Tennessee Pharmaceutical Association, who was instrumental in the work leading to the passage of the Tennessee Fair Trade Law in 1937, pointed to the necessity for more authority in the fair trade laws now operating in all states except Missouri, Texas, Vermont and the District of Columbia.

Fair Trade Laws

"The Fair Trade Laws," he said, "have got to be maintained if small business is to survive price war methods. It was estimated that had the New York price war of last year lasted six months, 20,000 firms would have had to close their doors in that state alone. Many others elsewhere would have been hit as well. Claims that these laws are price-fixing are untrue. Surveys show that trade-marked items under Fair Trade contracts, as a group rose considerably less in the cost-of-living rise than others under Fair Trade on the American market.

"There would be no need for price control now if behavior of all items in our economy since 1947 had been comparable to that of Fair Trade products."

"Don't count too heavily on inflationary prosperity in 1952," warned President J. R. Cox, of J. R. Cox Co. Inc., Nashville, in delivering the president's address. Insisting that "supply and demand signs now actually are pointing in opposite directions," Cox cited indications of possible weakness in demand and overproduction in the textile and automotive industries and certain other lines.

On the other hand, the \$85,000-100,000 budget set by President

Truman, rises in operating costs, taxes, and other factors indicate further inflation, he insisted, predicting the possibility of a slightly higher business volume in 1952 than was experienced in 1951.

He concluded: "We should meet the situation with enthusiasm, and, whether our business comes from the planned economy of the government or supply and demand, we should keep abreast of the times and strive to do better than our competitors.



Martin Keatts, left, newly elected president of the Tennessee Retail Hardware Association, and Morris P. Jones, who was re-elected secretary-treasurer of the association

Officers elected for the new year are: Martin Keatts, Memphis, president, succeeding J. R. Cox, Nashville, who becomes chairman of the board of directors; C. M. Porter, Columbia, first vice president; Bob Hicks, Sevierville, second vice president; Morris P. Jones, Nashville, secretary-treasurer; and Ed Baird, Lebanon, a director, succeeding C. M. Porter.

Arkansas:

A CONTINUED high level of business activity in the hardware industry was predicted by featured speakers during the 52 annual convention of the Arkansas Retail Hardware Association, held Febru-

ary 21-22 in Little Rock, Arkansas.

F. C. Peters, retiring president, could see no serious merchandise shortages unless this country gets into a full-scale war, and predicted good business in spite of threatened shortages in various hardware lines.

Dr. George Benson, president of Harding College, Searcy, Ark., urging an all-out national fight against Communism, suggested that more Americanism be taught in the public school system, and that pupils be instructed about what Communism is trying to do to America.

Resolutions passed included endorsement of the McGuire bill designed to place greater authority in fair trade agreements.

Another resolution urged amendment of the 1951 Revenue Act so as to levy equal taxes on co-operatives and other corporations.

Speakers

Speakers included William E. Peterson, St. Louis, Mo., H. H. Mount, Dallas, Texas, Representative Boy Tackett, Washington, D. C., Bob Grinde, Little Rock, and W. J. Sheely, Indianapolis, Ind.

Officers elected were: Frank Whitaker, Alepna Pass, president; L. B. Umstead, Paragould, first vice president; Glen Hickey, Mt. Ida, second vice president, F. C. Peters, chairman of the board of directors.

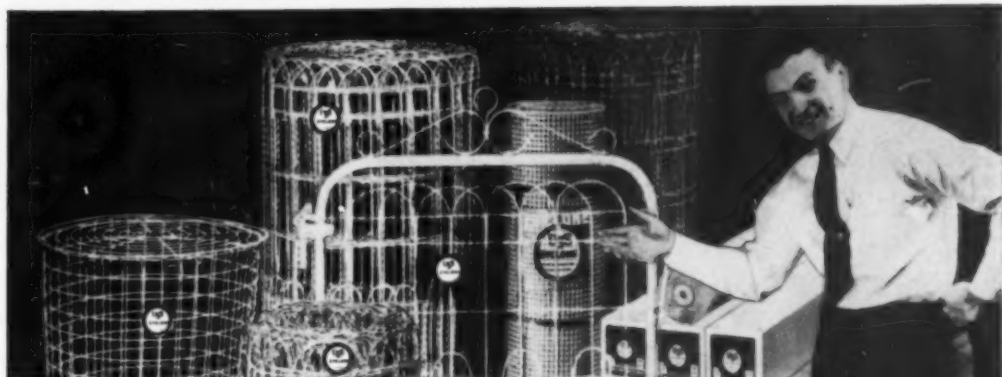


New officers of the Arkansas association, front row left to right: F. C. Peters, retiring president and new chairman of the board; L. B. Umstead, first vice president. Back row, left to right: Glen Hickey, second vice president and J. Wayne Tisdale, executive secretary. New president, Frank Whitaker, was unable to be present because of illness

Red Tag's Merchandising Tips:



**"Display these Cyclone 'Red Tag' Products
where your customers can't miss seeing them"**



• Display space you give the line of Cyclone "Red Tag" Hardware Products really pays off. They're all fast movers, yielding big turnover with low inventories. And each one gives you opportunity to suggest several related hardware items.

Give these Cyclone Products a prominent place on your floor. And call attention to the Cyclone "Red Tag" label. Customers are quick to recognize it as a symbol of quality on Lawn Fence, Gates, Flower Bed Border, Hardware Cloth, Insect Wire Screening and Catch-all Baskets. Be sure you stock the complete Cyclone line.

The supply picture varies on these products; some are more plentiful than others. Keep orders covering your normal needs in your jobber's hands and he'll do his best to keep you supplied.

CYCLONE FENCE DEPT., AMERICAN STEEL & WIRE DIVISION
UNITED STATES STEEL COMPANY
WAUKEGAN, ILLINOIS • SALES OFFICES COAST TO COAST
UNITED STATES STEEL EXPORT COMPANY, NEW YORK

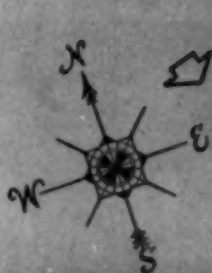
U-S-S CYCLONE
"Red Tag"
HARDWARE PRODUCTS



UNITED STATES STEEL



We're Stirring Up Hot Prospects All Around You



More Buyers Want Myers!

A MESSAGE TO MYERS DEALERS:

Wherever you're located, the new Myers Water System promotion is for you. It's built to uncover every water system prospect in your territory. Never before has any Myers National Advertising stirred up so much consumer interest as the dramatized story telling why "MORE BUYERS BUY MYERS." Never before has any Myers promotion so forcefully pointed up Myers position of leadership.

Myers Dealers will continue to be starred in Myers National Advertising straight through 1952. Take full advantage of this by using the tie-in material. Plenty of traffic builders—full dealer support to turn prospects into buyers. Get complete information from your Myers representative.

**Wide
Choice
for Every
Need**



THE F. E. MYERS & BRO. CO., Dept. P-101, Ashland, Ohio

WASHINGTON NEWS

(Continued from page 68)

level, will during the second quarter be brought up to the general level of 50-30-30.

There are 31 products receiving second quarter allotments for brass mill products at levels below 30%. These range from 10 to 25% depending upon the extent of substitution known to be feasible. Of these 31 products, the following four are being raised above the initial first quarter levels: lighters, costume jewelry and novelties, hand bags, luggage and hardware.

For 49 products the second quarter allotment of aluminum will be at the minimum level of 25 percent of base period usage. This will raise the second quarter allotment percentages of aluminum above initial first quarter levels for these products which include numerous hardware items.

For 49 products, the allotment of aluminum will be at 25% of the base period use. Aluminum allotments are unchanged between quarters for power driven hand-tools and woodworking machinery.



Toy, Game Manufacturers Seek Increased Allotments

THE INDUSTRY Advisory Committee representing manufacturers of toys and games has been told by NPA that the industry stands a better chance of getting increased allotments of steel during the last half of 1952, but copper supplies will continue to be scarce.

Since copper is the controlling material in some toys and games, the committee urged NPA to weigh the industry appeal to increase its extremely low copper allocation.

If allotments of controlled materials continue to be low, the manufacturers warned they will have to cut production 50% or more below normal.



Brush Makers Report Violations of M-18.

NPA HAS BEEN advised by a committee representing manufacturers of paint and varnish brushes that some manufacturers and distributors are "willfully violating Order M-18."

(Continued on page 110)

INDIVIDUAL
TOOL BOARDS

now...
SELL SETS
A NEW 3-IN-1
COUNTER STAGE
WITH AN
ALL STAR CAST

The None Better Tool Stage complete with 3 Sets... No. 600 — 1/4" Drive; No. 0611 — 1/2" Drive; No. 6023 — 3/4" Drive.



These NONE BETTER sales aids call for top billing with you. Put them to work and you'll appreciate the dramatic sales tempo they develop. Each of the Tool Boards is a star performer and now, for your counter, there's the new NONE BETTER 3-in-1 Tool Set Display that forms a big feature presentation.

Stage your Tools . . . show them off right out in front and they'll tap out real music on your cash register.

This modern showmanship costs you nothing . . . you only lose if you don't use it. The Boards are FREE of extra cost . . . you only pay for the Tools. The 3-in-1 Set Display is FREE of extra cost also! . . . you only pay for the Sets.

Now's the time to start a long and successful engagement in YOUR store with NONE BETTER TOOLS. Ask for the details.

**NONE
BETTER
Tools**

THE NEW BRITAIN MACHINE CO.
New Britain, Conn.

THE SOLDER SEAL LINE

Can't Be Beat



FOR BUILDING NEW SALES

Here's your chance to cash in on the famous SOLDER SEAL name, now building new hardware customers with its strong-selling national advertising . . . eye-catching packages and displays — plus long-profit pricing that's too good to miss!

For the big, new profits these leaders deliver, ask your jobber about the SOLDER SEAL LINE today!

NATIONALLY ADVERTISED
IN MAGAZINES
AND NEWSPAPERS



A whole line of these new business builders, backed by SOLDER SEAL'S 25-year reputation for top quality!

**SEALMASTER
TANK BALLS**
Bigger, better.
Guaranteed
4 years.

**SEALMASTER
BOWL RING**
Easily installed.
Fits all bowls.

**SEALMASTER
FAUCET WASHERS**
Popular assortment.
Finest rubber.

TITESEAL
Famous family of
compounds for
all-purpose sealing.

FUEL-TONE
Improves combustion.
Eliminates soot.

LIQUID WRENCH
Melts rust away.
Deodorized.

RADIATOR SPECIALTY COMPANY

CHARLOTTE, NORTH CAROLINA • RADIATOR SPECIALTY COMPANY OF CANADA, LTD.
Manufacturers of World Famous Solder Seal Chemical and Rubber Products

WASHINGTON NEWS

(Continued from page 108)

The committee reported that some violators offer brushes in unlimited sizes and quantities and purportedly made of China bristles without DO-rated orders.

They recommended the amendment of M-18 to tighten its provisions to assure stricter compliance and conservation of China bristles.

The committee urged that DO-rated orders be required for brushes made of any length of China bristles. It was also proposed that NPA require brushes made of China bristles 2½ inches and longer and those made of non-China bristles longer than 27½ inches be composed of 70 percent of bristles by weight and 30 percent of filling material.

Aluminum Window Makers Ask Allotments Increase. . .

MANUFACTURERS OF aluminum windows have advised NPA that the aluminum allotments of only 36 percent of base period usage are making their continued operations increasingly difficult.

Unless allotments are substantially increased, many manufacturers will have to lay off workers, and some may have to shut down completely.

The committee representing manufacturers recommended that allotments of aluminum to new manufacturers be stopped. They also recommended that the industry be permitted to use aluminum from foreign sources in addition to their regular allotments.

Metal Allotments Raised for Galvanized Ware. . .

NPA HAS ADVISED the committee representing manufacturers of galvanized ware that the industry's products will be supported by higher allotments of controlled materials because of their essentiality to public health and welfare.

The initial first quarter allotments of carbon steel—set at 50 percent of base period usage—have been increased through supplemental allotments to 70 percent of base, NPA reported.

(Continued on page 111)

WASHINGTON NEWS

(Continued from page 110)

The second quarter steel allotments will be 63 percent of average quarterly consumption in the base period compared to 50 percent for most consumer goods.

Allotments of brass and aluminum, at 44 percent and 50 percent respectively, are also above the 30 percent level allowed the majority of civilian products.

NPA is considering larger allotments of other required materials to match the increased steel allotments.

BUSINESS TRENDS

(Continued from page 70)

totalled 213,998 units, compared to 218,664 in December, or a decrease of 2.1 percent, according to the American Home Laundry Manufacturers' Association. The January total compares to 321,092 units sold in January, 1951, a drop of 33.4 percent.

Dryers sold in January aggregated 45,121, off 3.5 percent from 46,779 in the preceding month and a gain of 41.3 percent over 31,935 units sold in January a year ago.

January ironer sales were 15,636 units, compared to 16,900 in December, or down 7.5 percent, and were 36.4 percent below 24,600 ironers in the comparison month of 1951.

Farm Prices Received Continue Decline . . .

Prices received by farmers fell by 4 percent during the month ending in mid-February, continuing the decline from December. Sharply lower prices for truck crops and eggs, and moderate declines for cotton and cottonseed, oats, lambs, and wool were largely responsible for the drop in the index from mid-January.

Prices paid by farmers including interest, taxes, and farm wage rates were up slightly, and farm wage rates were up slightly. The resulting parity ratio for mid-February was 100, down 5 points from January and 13 points from a year earlier.

(Continued on page 112)



TRAFFIC-BUILDING BOLT "SALESMEN"

This lineup of Lamson merchandisers for hardware stores packs a double-barreled sales punch:

First they sell for you because they enable customers to find the fasteners they want while you're busy serving someone else.

Second they help build store traffic and expose your customers to other products you carry.

Ask your distributor for these helpful Lamson "salesmen". They'll make your job easier.

The LAMSON & SESSIONS Co.

General Offices: 1971 West 85th Street • Cleveland 2, Ohio
Plants at Cleveland and Kent, Ohio • Chicago • Birmingham





Longer Casts with the Amazing New SpinCast*

Only the SpinCast* Gives You All These 18 Important Features for the Best in Spin Casting

1. Easier casting
2. Simpler one-hand operation
3. Perfect line flow for longer casts
4. No pick-up arm to operate
5. Can't backlash
6. No exposed parts to foul line
7. Micrometer-accurate tension adjustment
8. Picks up slack line—vital with floating lures
9. Casts lightest lures easily
10. Enclosed design protects from dirt and damage
11. Lifetime Carbolyd pick-up pin
12. Balances rod perfectly
13. Ideal 4 to 1 gear ratio
14. Simple non-reversing crank
15. No confusing line
16. Sim
17. Ru
18. Ext

FREE 116 pages of hints, instructions, fish pictures, new spinning and other tackle. *Write now.*
SOUTH BEND BAIT CO., 200 High Street, South Bend 23, Indiana

This Advertisement, Appearing in Outdoor Publications, will Influence More Than 4,000,000 Anglers. Ask Your Jobber Now!

ONLY THE SPINCAST* REEL GIVES YOU PERFECT LINE FLOW FOR LONGER, TROUBLE-FREE CASTS

OLD WAY
Open spool allows line to form loops—friction against rod and bunching at guide reduces length of casts and causes snarls.

NEW WAY
Line flows free and fast for longer casts. No loops—no friction—no snarls.

FINEST SPINNING RODS MADE — Designed by Joe Bates, Jr.

Fresh and salt water models in light and medium actions.

\$25 to \$39.50

New Decalvin® Multiflament Nylon Spinning Line.
\$1.10 up per 100 yards.

No. 3889

No. 569

BUSINESS TRENDS

(Continued from page 111)

Yale & Towne Reports Record Sales for '51 . .

THE YALE & TOWNE Manufacturing Co. during 1951 had a record sales volume of \$93,126,883, highest in its 83-year history. This compared with \$65,153,204 in 1950, an increase of 42.9 percent. Net income after taxes amounted to \$2,823,833, as compared with net income in 1950 of \$2,707,137, an increase of 4.3 percent, it is reported in the company's annual report to stockholders.

The report stated also that Yale & Towne entered 1952 with the best year-end backlog of orders in its history, amounting to \$38,089,214.

Controls or Freedom

(Continued from page 80)

collapsed even though the inquest was long delayed?

The shortage of sugar was, apparently, more real than that of gasoline. But listen again. In Alexandria, Louisiana, a grocer, a respected citizen whose patriotism and integrity had never before been questioned, was cited and fined for "conduct showing disregard for rationing regulations" and "penalized in the public interest to impress upon him the necessity for strict compliance." The specific charge? Being overdrawn in his sugar account the enormous amount of 37 pounds!

Other Instances

Yet, about the same time in the same town a United States marshal sold at auction to four soft drinks manufacturers more than a million pounds of so-called "illegally produced" (reduced to liquid or simple syrup) sugar that had been confiscated in South Louisiana. Coupons? No. The price? \$8.34 to \$20.01 per cwt. At that time the retail ceiling price in group 4 stores, five pounds at a time, was 7 cents a pound.

"Critical scarcity" was more evident in honesty, efficiency and sincerity than in commodities.

Government produces nothing. Its only revenue comes from assessments of its citizens. We call these assessments "taxes." When

the revenue from such assessments is sensibly disbursed we get more benefit than from any other money we put out. But unnecessary and wasteful government practices must also be paid for by extra assessments. And any controls program that is unfair and unworkable is wasteful to the whole people. Then, too, the added direct cost to business through extra hours, added clerical and accounting employees, extra shipment, stationery, etc., and increased legal expense must, somehow, find its way to the public.

And, thus, inflationary pressure is increased, tending to defeat the announced purpose of such a program.

Politically inspired, irresponsibly conceived and loosely though technically drafted regulations are based upon socialistic theory. Objections to them are based upon painful realities.

So what? Shall we continue to meekly accept the fuzzy philosophy of our so-called "economic planners"? Really, the answer is "Hell no!" But since this thing is to be published, let's just say—Not by a long shot!

Let's get back to the American brand of constitutional government that recognizes the sovereignty of the individual and limits his rights only by the point of encroachment upon equal rights of others. Let's call a halt to endless, irresponsible and expensive experiments and return to proven, sound economic principles. Let's insist that government heed its own admonition to "buy only what you need, etc." Then, but not till then, will our people willingly go along on any simple and fair and temporary plan that will react to the over-all good.

We still have many capable, conscientious and courageous men in public life. They are working against great odds to rout socialism, of which the present controls plan is but a small part. Let's encourage and help them all we can.

Notable Record of Volume Building .

(Continued from page 81)

Specialty salesmen were assigned to the task of bolstering and introducing some new lines, such as floor covering, stoves and paint. One specialty man was as-

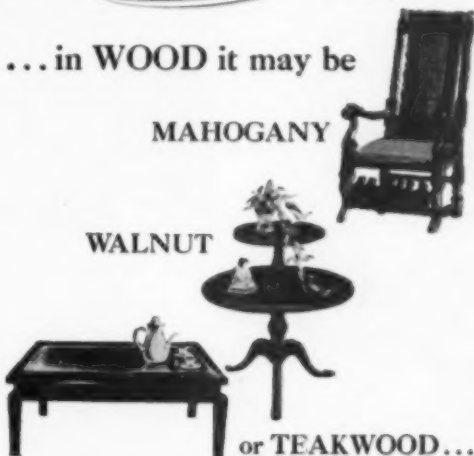
True, lasting quality speaks for itself

... in WOOD it may be

MAHOGANY

WALNUT

or TEAKWOOD...



But in HARDWARE
it's **McKINNEY**

DESIGNERS
AND MANUFACTURERS
OF QUALITY HARDWARE
SINCE 1865

McKINNEY

MANUFACTURING COMPANY

1400 Metropolitan St., Pittsburgh 33, Pa.





Each must pass Searching SCREEN Tests

No aspirant for Hollywood stardom undergoes more searching and exhaustive screen tests than Gold Strand Wire Screening.

Rigid standards of testing and inspection insure that Gold Strand Screening will give long-lasting resistance to corrosion and other destructive effects of weather and time.

Gold Strand Insect Wire Screening® is supplied in Galvanoid, Aluminum and Bronze and is manufactured in strict accordance with U. S. Department of Commerce Standard CS-138-49.

For additional information write our nearest sales office or consult your classified telephone directory.

THE COLORADO FUEL & IRON CORPORATION - Denver, Colorado
THE CALIFORNIA WIRE CLOTH CORPORATION - Oakland, California
WICKWIRE SPENCER STEEL DIVISION - Atlanta, Boston, Buffalo, Chicago,
Detroit, New York, Philadelphia

GOLD STRAND



INSECT WIRE SCREENING

PRODUCT OF AMERICAN FUEL FABRICS CORPORATION
SUBSIDIARY OF THE COLORADO FUEL AND IRON CORPORATION

signed to sporting goods and fishing tackle, with a display truck converted to this use from an unused vehicle requisitioned from another division of the firm.

The comment of one salesman was provocative, but even without it, one of the major reforms would have been instituted anyhow. The salesman confided to Smith in writing: "Some customers have asked if O.C.H. was going out of business. Too scant on our purchases. Floor looks empty to them."

"We subjected the general offices and display area to a face-lifting operation," comments Smith, "and the floor doesn't look empty now. New lights were installed, desks and furniture were moved to give both our personnel, and dealers, better access, and not make dealers feel that furniture was arranged to keep them from seeing the catalog."

"This face-lifting, as I choose to call it, did more to bolster morale throughout the entire organization than anything else we did."

"Then we surveyed wage and salary rates and authorized general increases amounting to not much less than individual earnings of the previous year. This, as anyone can appreciate, instantly rekindled personnel spirit and re-established institutional loyalty, both of which had sunk to a new low about the rate of decline in sales."

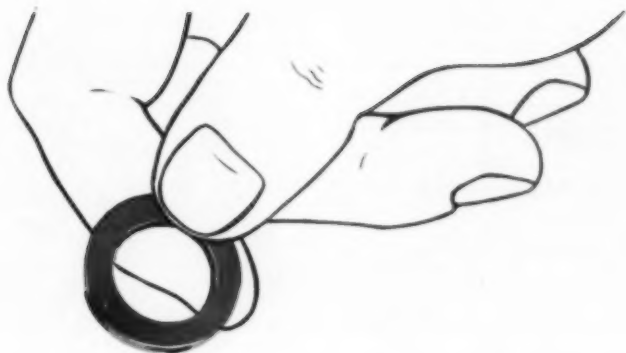
Realization of the state of morale, especially in the sales organization, struck Gene Smith with full impact on the occasion of his first sales meeting.

"After disposing of what I had on my mind," Smith recalls, "I threw the meeting open for discussion and urged all who had any criticisms or suggestions to speak out. There was a long silence, and when it had stretched to the point of embarrassment, I repeated the invitation. Still the men sat mute."

"However, it didn't take long to change that. Now our sales meetings are lively and productive. We have a sales meeting once in every four to six weeks and they last a day and a half, including factory presentations."

Smith introduced an idea that has been adopted by several other wholesalers in the Southwest because it eliminates much personal correspondence between the office and salesmen.

This is a weekly bulletin called "Business Briefs." Circulated to salesmen only, and strictly for



THIS COULD BE YOUR MOST IMPORTANT SALE

for continued customer satisfaction

A tiny item — but it can be one of your most important!
A fellow gets pretty mad at the annoyance caused by
plumbing rubber products that don't stand up! That's why
you need the assurance of Lavelle quality —
quality that wins friends, brings back satisfied customers
every time! Talk Lavelle to your jobber for
your complete plumbing rubber department.

OUR 40th-YEAR IN SERVING YOU

LAVELLE

Tank Balls • Faucet Washers • Force Cups • Hose Washers • Basin Stoppers • Repair Assortments

MADE RIGHT! • PRICED RIGHT! • PACKAGED RIGHT!



NO. 424 FIT ONE - FIT ALL
TANK BALL

Today, or any day — the best you can offer your customers! Handsomely styled carton features 12 individually packaged pieces. Tough, black natural rubber compound — with tapered seat, reinforced top.



NO. 36 LUCKY STRIKE
FAUCET WASHER ASSORTMENT
Proved profit builder! Colorful, self-merchandiser includes 36 individual packages. Each package contains 8 genuine Lavelle bevelled washers in all popular sizes with brass screws.



NO. 21 1/2 ASBESTOS
VALVE STEM PACKING
A real seller. Universally used in homes, apartments, institutions, farms, garages, etc. Colorful unit contains 25 cellophane envelopes — each with 2 1/2 feet of top quality heat-resisting asbestos graphited packing.



NO. 51 GARDEN
HOSE WASHERS

Now your customers can buy 'em '8 to the clip! Colorful carton holds 48 handy clips — 8 washers to each clip. Bigger profits, faster turnover for you.

LAVELLE RUBBER COMPANY • 26 NORTH WOOD STREET • CHICAGO, ILLINOIS

SOUTHERN HARDWARE for APRIL, 1952

their use and information, it informs the sales force of approaching changes, markets, trends and merchandise needing attention.

Well before the end of 1950, Gene Smith was doing double duty. While continuing in his capacity with Morrow-Thomas at Amarillo, he was analyzing, almost entirely by mail, the territory and the problems of the then Oklahoma City Hardware Company.

Much of the information on which he later acted was obtained from answers to a questionnaire sent to salesmen, in which the lat-

ter were urged to "let your hair down, as any comments received will be helpful in speeding up a definite course of action."

This questionnaire concerned itself principally with obvious deficiencies of the firm Smith was to head, but it also dealt with the competitive situation.

The questionnaire asked a total of 29 questions, and from the answers Smith accumulated a wealth of information from the men who, it developed, probably knew most about the shortcomings of the firm by which they were employ-

ed.

Some answers were psychic. For illustration, one salesman wrote "40 to 50 percent" in answer to the question, "By what percent do you estimate you can increase your volume by adding these lines and items?"

"These lines and items" referred to the salesman's answer to a previous paragraph, which read in part, "... give a complete list of items and lines you feel we need to add to be in better position to command a larger portion of your customers' business."

In this case this one salesman nearly filled a standard page, lined off in columns, with finely written suggestions of lines to be added.

Most of the questions called for "yes" or "no" answers, but many concerned company practice, and called for opinions, such as, "How is our service generally compared with that of other distributors?" To which this salesman replied, "Better service on delivery, adjustments and prices, if we just had the stock."

On the information garnered from these questionnaires, Gene Smith proceeded to set what may be, and perhaps is, a present-day record for percent of increase in sales by a hardware wholesaler.

Nevertheless, Smith does not entertain any personal delusions about the accomplishment. He sees a rougher route ahead as "foreign" competition increases sales effort. He analyzes the accomplishment of Oklahoma Hardware in this manner:

"Most of the gain is represented in the fact that last year we got more of the dealer's dollar.

"When I came here, 'foreign' jobbers dominated the territory and this company got just a little of the business. Now, I believe I am safe in saying we are well on the way to domination of the territory, and that 'foreign' jobbers are getting just a little of the business.

"That makes the big difference. Actually, dealers spent fewer dollars for merchandise last year. So our gain resulted from getting a bigger percentage of the dollars dealers did spend."

♦

Facing Great Handicaps

(Continued from page 85)

all system: and that's not the kind of organization we're aiming at.

"We believe in modern efficien-



There's No Substitute for **QUALITY!**

Today, more than ever, you, as a bike tire dealer, have an added responsibility to your customers! You must sell the finest quality tires! This is more than an obligation, it is a necessity... for, today, the public is demanding real, lasting quality!

You, as a dealer, must recognize this demand in order to maintain steady profits and keep your customers coming back.

Recognizing this, two facts stand out

Fact # 1—U. S. Royals have been the proven quality leaders for over fifty years!

Fact # 2—U. S. Royals are the easiest and fastest-selling bike tires in America.

Need We Say More? Investigate the Royal opportunity. Contact your jobber today.

U.S. ROYALS

PRODUCTS OF

UNITED STATES RUBBER COMPANY



ANOTHER HARD-SELLING POST AD BOOSTS **BOKER** TREE BRAND

The impact of ads like this on the 16,000,000 *Saturday Evening Post* readers is boosting sales of this famous brand. Half pages in 2 colors, half column ads in black and white are running regularly! **BOKER Tree Brand** is moving ahead! Stock the line for bigger and better profits. Ask your jobber.

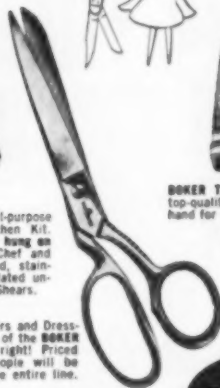


Here's the handsome, practical 24-piece **BOKER Tree Brand** "Suburban" Tableware Set, for year 'round use. Lustrous Stainless Steel. Steak Knives hollow-ground, blades with serrated edges. All handles genuine Pakkawood, burn and stain resistant. Solidly riveted, will never come loose. Ideal for regular year 'round home use, at picnics, in cottages, hunting lodges, or boats. Stock it now! It's a fast mover!

Women go for this handy all-purpose **BOKER Tree Brand** 795 Kitchen Kit. Handsome walnut case. Can be hung on the wall. All-purpose Junior Chef and Paring Knives... hollow-ground, stainless steel. Long life chrome-plated unbreakable Poultry and Utility Shears.

These bent handle Trimmers and Dress-makers' Shears are typical of the **BOKER Tree Brand** line. Made right! Priced right! More and more people will be asking for them. Stock the entire line.

Ask your jobber to show you
other winners in the
BOKER Tree Brand line



BOKER Tree Brand Pocket Knives are top-quality. Made and assembled by hand for 100% user satisfaction. They'll sell themselves... build good will for you!



H. BOKER & CO., INC.

Established 1837

101 DUANE STREET

NEW YORK 7, N.Y.

cy, as far as it means knowing everything possible about our trade and our stock, and how the dealers can best make profits out of it; but we also like to have our staff feel that our relations with our customers are based on sincerity and mutual trust in the best merchandising traditions of the Old South. And we don't believe that you have to be high pressure to be efficient: there's always time for courtesy.

"When we don't agree with our salesmen about something, we tell them so frankly, and why. Then

we let them go and work the problem out for themselves. We have few fixed policies; we prefer to give every department a free hand in its operations.

"Of course, every key man has had to prove himself somewhere in the hardware field, or on the bottom rungs of the ladder of our own organization, before we turn him loose.

"Our philosophy calls for the right men, the right knowledge and the right motive from the top down, based on the real benefits of service, achievement and prof-

its to our retailers, our employees and our company. We think our record proves that this is not a visionary, or pie-in-the-sky viewpoint. It's just common sense, as common as an old shoe; but a shoe of good workmanship and material in the first place.


"Likewise, for a dealer who really wants to be a regular customer, there's little that we won't do if it's within our powers. We give him the benefit of the doubt on every deal, and cheerfully take back merchandise for full credit if there's any indication that he bought it under misapprehension, or if he's really stuck with a tough problem we can help him solve. For a sincere customer we occasionally take standard goods that were not even bought from us, where circumstances justify it — though here we feel we have to charge 10% for handling.

"Now, of course, we couldn't stay in business if we were chronic softies, always a pushover for every hard-luck story; so when anyone really tries to take advantage of us, we have to crack down. If a dealer deliberately or repeatedly overbuys against our advice, makes a habit of asking us to take back slow-moving goods, or exhausts his credit with us and then starts to make purchase commitments elsewhere, naturally we draw the line. This service and integrity has to work both ways."


Born in Georgia, Mr. Brady learned the hardware business in the Frank T. Budge Co. of Miami, where he started as a \$75-a-month clerk and worked up over a period of 37 years through all departments to the post of general manager and then president. This comprehensive experience stood him in good stead when he started his own distributorship in Miami in 1947 with only a few employees. They did \$50,000 gross in the first month and expanded steadily until the company now has 30,000 square feet of space and a staff of 43 people.

They cover all of South Florida from Key West to Melbourne on the East Coast, and through the Lake Okeechobee district to Ft. Myers on the West Coast. They have eight outside salesmen, and deliveries range from three times a week nearby, to twice a month in outlying areas. Six trucks of 1½ to 2½ tons are used.


From the beginning a profit-sharing policy rewarded all the employees who gambled their futures on the new company and



A SQUARE DEAL FOR Fan Distributors





IT'S IMPOSSIBLE TO LOSE MONEY ON A Murray FRANCHISE





NO LOSS GUARANTEED PROFITS

On Inventory, Carry Over!

Report unsold fan inventory to Murray after season—for FULL CASH CREDIT. No seasonal tie-up of fluid capital. What you sell, you profit on—what you don't sell, simply report and receive check. You can't lose.

WRITE FOR
PRICES
INFORMATION
OR
CATALOG

H. C. BIGLIN CO., INC. EXCLUSIVE SALES AGENTS
177 Morris St., N. W., Atlanta 3, Ga.



wicks

MADE RIGHT...PRICED RIGHT...

You can't beat this R/M quartet of clean-burning, long-lasting wicks. They're made right to keep your customers contented. They're priced right to fit each customer's purse and to give you a generous profit. Ask your jobber for R/M...the pick of the wicks.



← QUIK FLAME

The most efficient kindler ever developed for range burners. Patented open mesh construction provides best possible results with distillate oils. The extra-heavy wire core yarn keeps the kindler upright in the burner channel. Glass yarn at burning edge facilitates the removal of carbon deposits. Packaged 6 ft. to the box, 7/8" and 1-3/8" wide.

WOVEN GLASS →

The acme of perfection in stove kindlers, assuring long life and maximum stove performance.

The only glass wicking woven with a wire core in every strand to protect the burning edge. Packaged 5-1/2 ft., 6 ft., and 100 ft. to the box, in widths of 7/8", 1", 1-1/4" and 1-3/8".



↓ KINDLERITE

R/M's standard quality woven asbestos kindler. A sturdy long-lived wicking with wire core in both warp and filling yarn.

Packaged 5-1/2 ft., 6 ft., and 100 ft. to the box, in widths of 7/8", 1", 1-1/4" and 1-3/8".



QUIK FLAME SETS ↓

The same Quik flame wicking that has proved popular in continuous lengths is now available in crimped sets to fit all standard 8" range burners. Packaged in sets of 4 over-size (1" wide) wicks.



RAYBESTOS-MANHATTAN, INC.

ASBESTOS TEXTILE DIVISION • MANHEIM, PA.

Factories: Manheim, Pa.; No. Charleston, S.C.

RAYBESTOS-MANHATTAN, INC., Manufacturers of Asbestos Textiles • Packings
Mechanical Rubber Products • Abrasive and Diamond Wheels • Brake Linings • Brake
Blocks • Clutch Facings • Fan Belts • Radiator Hoses • Rubber Covered Equipment
Sintered Metal Products • Bowling Balls

A PROFITABLE APPROACH TO AN AGE OLD PROBLEM

WHY not capitalize on the age old problem of sore, aching knees caused by inadequate protection in kneeling work? Judsen Knee Pads are a natural . . . comfortable protection for *all* knee workers . . . profitable sales for you!

Order a dozen pair, display 'em and they'll sell themselves!



Sell... JUDSEN MOLDED RUBBER KNEE PADS

For every
"Down on the
knees" Job!



Dealer's Cost
\$1.50 per pair

Suggested
Retail Price
\$2.50 per pair

ASK YOUR JOBBER
OR WRITE

Made by JUDSEN RUBBER WORKS, INC., Chicago 24

built it from scratch. Eighteen of the original staff were assigned stock in the company against their unsecured notes. In the second year a dividend was used to pay off the notes, and each man thus had a substantial stock bonus, plus an enduring interest in future earnings. Every employee now has \$2,000 worth of prepaid life, health and accident insurance with medical and hospital benefits.

In a single year the firm had worked up to 300 accounts, and to a gross of \$1.7 million; they now have nearly 700 accounts. For several years, increasing their capital and stock was the chief problem, for their rapid growth called for plowing back most of the profits into the business.

Now their problems are to get more space and to meet high taxes, which take 80¢ out of every earned dollar. Mr. Brady says that if it were not for keeping their staff employed and their customers supplied, they'd be as well off to close up after the first six months of each year and go fishing. Since the welfare of his staff, customers and suppliers is the root of the Brady policy, and since an observer is bound to conclude that the boys get more fun out of hardware as a steady diet than they ever would from the biggest fish, this must be taken merely as a blast at the high-tax structure.

Brady's have been conservative right along about overstocking, even in last year's early hard-goods "buying panic," stemming from the Korean war; and they advised dealers to anticipate long-term need *only* if they had surplus cash to tie up. Many accounts bought critical goods heavily, some even borrowing from banks for the purpose and suffering subsequent distress. Scarcities, however, gradually took up the slack and most retailers are now out of the credit woods; but all are careful to avoid top-heavy stocks.

Brady's started with seasoned personnel and most of the staff is still made up of veterans. The boss says they save him money in the long run; they know what to look out for, and make fewer costly mistakes. But he is still alert for young blood and is training new men all the while for expansion and future needs.

He says it takes a long time to learn the hardware business, and a partial knowledge sometimes gives young fellows false confidence. He starts them out on the trucks and in the warehouses; and

if they show stuff, moves them up slowly through enough different departments to give them real perspective.

An inquiry for 20 windmills came through the other day, and the boys found that only the old-timers had the knowledge to get the order quickly. They all say that Mr. Brady's head is the "catalog of last resort."

Not all retailers have a long-term, goodwill outlook on merchandising, and Brady's has to educate some of them to stand fully back of every line. Taking back unused paint, when too many cans are mistakenly ordered by householders, for example, is something they insist on. Most dealers can see things for themselves; but for those who can't the distributor insists that factory and wholesaler service and goodwill can't be allowed to break down at any point in the chain, especially on nationally-advertised goods.

The boss sees many opportunities to cut costs in the busy, crowded plant, but high taxes furnish little incentive along these lines. However, the projected new building, for which they already have the real estate, steel and other materials, is expected to reduce operating costs by 10% through more convenient layout. The one-story, cement, hurricane-proof structure will provide 50,000 square feet of space with almost 400 feet of railroad siding and time-saving, flatloading platforms on a lot 150 feet deep. It will be at NW 71st St. between 7th and 8th Avenues, and two additional lots will provide ample parking room. There will be inter-com phones and a tube system from the order desk to the shipping room. Elimination of the \$22,000 annual rent charge is expected to help pay for the building in from 5 to 7 years.

Mr. Brady expects to get quite a thrill out of the firm finally moving into their own building some time this year. But he says even that can't compare to the "kick" he got in '47, when he first went into business for himself, and his bank and several manufacturers immediately indicated that they'd each back him for an amount equal to his own total capital; this amplified his working fund fivefold!

"And what about to-day?" he was asked, "Do you have any knotty problems or real headaches?"

"No," he answered quickly. "If you put the right kind of men in

**BIG DEMAND FOR
NEW**

Low Cost

**NEW
ALUMINUM
FRAMELESS
TENSION
SCREENS**

Sealed Tight...
Held by tension.
Exclusive sill bar adjusts
to off-level sills.



PROFITS FOR YOU!

It's the smart way to cut screening costs, reduce maintenance and add convenience to homes and apartments! Sell these new-type Keystone Aluminum Tension Screens for all double-hung windows! Cash in now—thousands of prospects!

Saves 25 minutes per window in installation time. Easily installed—no heavy frames to cut or fit. No painting—no rust. Adjustable sill bar assures tight fit on uneven windows. Easily replaced screening. Low first cost, low upkeep, neat appearance. Investigate!

Easy to Install



Easy Handling



No Rust—No Painting

KEYSTONE GROWING FAST IN POPULARITY!

North Carolina Distributor says: "Our volume has increased considerably. Builders and consumers find it more economical to install Keystone Tension Screens. Customer satisfaction proven without a doubt."

Tennessee Distributor says: "Keystone Frameless Tension Screens installed in many housing projects in this vicinity. These screens far superior both in quality, appearance and durability to any other type of screen window. Also, most economical."

Georgia Jobber says: "Keystone Tension Screens are most satisfactory. They have certainly gained in popularity. Used on several large housing projects in this territory, and countless thousands of individual homes."

SEND COUPON!

Keystone Wire Cloth Co.
Dept. D12, Hanover, Pa.
Without obligation, send me complete details, prices and discounts on NEW profit-making Keystone Frameless Tension Screens.
Firm.....
Attn. of.....
Street.....State.....
City.....

MILLIONS

laugh and play with
SOUTH BEND CROQUET!



Why?—

- ① The one game the whole family can play
- ② Inexpensive
- ③ 12 models meet every family requirement
- ④ Satisfies increased interest in family recreation

SALES REPRESENTATIVES

East—Julius Levenson, 7 East 17th St., N.Y.
South—Louis Williams & Co., 3rd National
Bank Bldg., Nashville, Tenn.
Midwest—South Bend Toy Mfg., So. Bend, Ind.
Calif. & S. W.—Anderson Sales Company,
730 W. 10th Place, Los Angeles 15, Calif.
Denver & Pac. N. W.—Leo Scherrer, 2840 W.
95th St., Seattle 7, Wash.
Export—Affiliated Exporters, Inc., 10 East
14th Street, New York City

SOUTH BEND TOY MFG. CO.
SOUTH BEND 23, INDIANA

SOUTH BEND
Croquet

AMERICA'S FAMILY GAME

the right places—give them a free hand and treat 'em right, they keep the headaches away from your door; and away from the dealer's door too! And there in a nutshell you have the Brady code!

Modern One-Story Plant

(Continued from page 87)

concrete in the huge, one-story building which takes the shape of an inverted block "L" and puts 2-2/3 acres, or approximately 120,000 square feet, under roof, counting a second-story office section. It also brings under one roof for the first time four divisions of the institution—hardware and sporting goods, plumbing and heating, electrical, and automotive—offering products of 858 suppliers.

Entrance for customers is through the end of a long marquee, which projects from the building and features plate glass front, and it is here only that plate glass appears on any outside surface. The base resulting from this overhang is raised above the inside floor and provides display space for merchandise.

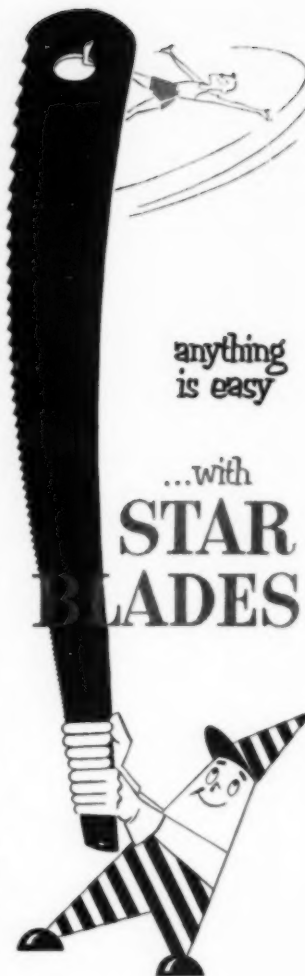
Inside the customer may take one of two routes, straight ahead to one of the display rooms, or to his right, along a short corridor, to the reception room, from which a short stair leads to upstairs offices.

Display and sales rooms, one for each division, simplify selection of merchandise by dealers, and orders are immediately transmitted by pneumatic tube to the shipping office.

That area of the building devoted to display and offices also contains a kitchen, along with a cafeteria that will accommodate at one time, 95 of the more than 200 employees. And in addition the main floor provides space for a room housing offset printing equipment, with which catalogs and other literature are produced.

The reception room, furnished with comfortable chairs, provides a lounge atmosphere and the receptionist presides over a private telephone exchange with 68 inter-office, automatic dial stations. This exchange, supplying internal communication, has a total capacity of 80 stations.

Upstairs in the 8,000 square feet for office space, the eight executive offices and a conference room are aligned on two sides of a right angle, with general office work



You'll find sales are easier, time after time, when you can give your customers STAR metal-cutting products. Over the years, you can't beat the combination of the best-selling line plus consistent advertising to your customers.

The STAR line of hacksaw blades, frames and metal-cutting band saws is the easy line to sell.



Sold only through recognized distributors

CLEMONS BROS., Inc.
MIDDLETOWN, N.Y., U.S.A.

Makers of Hand and Power Hack Saw Blades, Frames, Metal Cutting Band Saw Blades, and Clemons Lawn Mowers.

1085B

being handled by personnel from comfortably-spaced desks arranged in efficient manner.

Upstairs there are a few windows, but they are not exposed to the outside and merely afford a few executives a view of what transpires in the warehouse below. And office quarters also provide a sound-proof room for a battery of clattering IBM machines which are constantly accumulating data on company business.

In the warehouse, the vastness of expanse under roof impresses dealers, with some aisles narrowing to an apparent pinpoint as much as 500 feet away, since the warehouse is 500 by 300 feet on the outside dimensions of the "L".

Orders requiring speedy attention get just that in the warehouse.

At the time of the CC Hardware formal opening, three young order clerks were using bicycles, with handle-bar baskets, and one of the clerks had attached a cow bell to his "wheel." This was possibly a safety measure, so that the continuous clanking of the bell would warn of his rapid progress along the aisles and prevent collisions. Bicycle clerks served principally on rush and "will call" orders, so that the merchandise would be ready for the customer by the time he traveled from display room to warehouse.

Three of the other order clerks were making their rounds on roller skates, pushing super market-type shopper baskets ahead of them. Since their travels to assemble orders of merchandise amount to miles in one day, these young men requested permission to use skates. Skates are not an innovation, but CC officials believe bicycles may be.

With such vast stretches of aisles, it was impractical to install conveyor machinery, and a fleet of small trucks moves the merchandise into and out of the warehouse.

Burden of handling most of the merchandise falls on four trucks. Two are fork lifts, capable of hoisting a loaded pallet about ten feet and two others are of the low-lift type. All four are powered by storage batteries, which are recharged each night.

Outside, a loading dock, 200 feet long, will accommodate 15 van trucks at one time. This makes it possible to park a trailer in the morning, load it during the day and send it into the territory that night.

Corpus Christi Hardware now

Champion

CERAMIC LINER JUGS

The Best Selling Jug in the South and Southwest

Check these high priced features that have always been found in the low priced CHAMPION LINE.

- ▶ New 1952 HARBOR BLUE HIGH GLOSS baked enamel finish—rich and attractive.
- ▶ Clean and sanitary CERAMIC liner—will not stain—TEMPERATURE SEALED.
- ▶ Sturdy Prime STEEL construction.
- ▶ Inner Stoppers for TEMPERATURE RETENTION.
- ▶ WIDE MOUTH for easy loading and cleaning—your hand will fit inside.
- ▶ LOW K-FACTOR cork insulation for highest efficiency.

WHAT'S NEW?

Check these features that are added by our NEW TWO PIECE CONSTRUCTION.

- Sturdier—two piece construction eliminates the long breast, an inherent weakness in the older styling. Only one spinning seam need be exposed on the continuous surface. This means a stronger jug that will hold up longer.
- Streamlined—two piece construction permits the use of continuously flowing lines which affords smarter styling and unbroken curved surfaces.
- Functional Design—the squat silhouette with its lower center of gravity will not tip over and will fit under the boat seat, on shelves, and other places inaccessible with the older models.

Two other lines Give you Complete Coverage of Every Need and Price Demand.

ALL AMERICAN—Enameled steel lined jugs.
SPORTSMASTER—Deluxe two coat white porcelain enameled steel liner jugs.

AVAILABLE IN A CHOICE OF FOUR MODELS



No. 45 — One-gallon plain model, weight 6 1/2 lbs.

No. 75 — One-gallon with leak proof faucet, weight 6 1/2 lbs.

No. 85 — One-gallon with spout in shoulder, weight 6 1/2 lbs.

No. 95 — Two-gallon with leak proof faucet, weight 11 lbs.

Individually packed in 200 lb. test display cartons



See your jobber or write to us for further information.

METAL INDUSTRIES, INC.

1420 E. 20th Street,

Indianapolis, Indiana

Wallrite

DECORATED
BUILDING PAPER
for
BEAUTIFUL WALLS



Tack It or Paste It

There's a bright beautiful Wallrite design
for every room in the house

Manufactured Exclusively by

FLEMING & SONS, INC.

Dallas, Texas

(NEWSPAPER MATS identical to this are available to dealers)

has nine counter salesmen and 46 traveling salesmen to deal with customers in and from a territory extending generally northward in a half-circle radius of 250 miles. And to support this territory, the firm now maintains a fleet of delivery trucks and vans.

Shipments of merchandise to the warehouse, principally in carload lots, are received from a railroad spur which permits spotting of cars on the side of the "L" opposite the loading dock.

In a brochure distributed at the formal opening, the company points out that a singular twist of fate in 1906 was responsible for Corpus Christi Hardware entering the wholesale field.

In that year the president of a small hardware company discharged Edwin F. Flato, bookkeeper, for making a donation to charity during absence of the president. Employees resented this dismissal and the result was a stockholder's meeting, at which the president was discharged and Flato, the bookkeeper, was installed in his stead. Although not now as active as in years past, Edwin Flato continues as president of the company which in 1910 he was instrumental in changing from a retail business into a wholesale concern. E. Franklin Flato is executive vice president, Oscar J. Koepke is vice president, Robert H. Flato is secretary-treasurer and Joe F. Wood is vice president with especial interest in the hardware and sporting goods fields.

Others in key positions are Raymond A. Holland, assistant manager and buyer for hardware and sporting goods; G. H. (Buddy) Hamil, manager of the automotive division; D. L. Hart, manager of the plumbing and heating division, and A. D. Tilley, manager of the electrical division.

W. M. Renick is credit manager, L. C. Carter is general office manager, Dennis Rollins is warehouse manager and Thomas D. Kenney is traffic manager.

★

Palm Beach Convention

(Continued from page 88)

Wage Control Problems
Promoting Farm Equipment
Sales
Educational Work with Employees
Methods of Pricing Orders
Handling Returned Goods and Credits

Specialty Selling
Retirement Pension Plans
Major Appliance Sales and
Service
Operating Under a Budget
System
Promoting Dealer Mail Orders
Wholesalers' Advertising
Methods
Analysis of Customer Ac-
counts

The general convention entertainment program will include an elaborate water show on Tuesday night, informal dancing each night, golf tournament on Tuesday, and special entertainment programs for the ladies on Tuesday and Wednesday afternoons.

The convention schedule will also include the annual meeting and annual dinner of the Old Guard and the semi-annual luncheon meeting of the X-Club.

Officers of the Southern Wholesale Hardware Association are: president, Fred C. Barksdale; first vice-president, Charles E. Nash; second vice-president, R. M. Miller; treasurer, H. B. Horsey; managing director, T. W. McAllister. Members of the executive committee include: W. H. Terstegge, Edwin F. Flato, J. W. Hasson, H. L. DeLoach, C. E. Hamilton and C. E. Roberts.

Officers of the American Hardware Manufacturers Association include: president, Richard L. White; vice-presidents, Herbert B. Megran, R. H. Coleman and Franz T. Stone; secretary-treasurer, Arthur L. Faubel.

This will be the fifth year, starting with 1940, that the convention has been held in Palm Beach. But next year it will be taken to the other side of the association territory—to Dallas, Texas.



Insect Wire Screening

(Continued from page 92)

per salts which will be referred to in detail farther on.

Copper Screening

Pure copper, like black painted steel screening, is but little used nowadays. Copper screening is softer than bronze and therefore more susceptible to damage from bouncing balls, jabbing elbows, carelessly leaned rake handles and the like. Exposure tests have shown that pure copper screening is only slightly superior to bronze vantage of pure copper, even in resistance to corrosion; the ad-

WHY

YOU SHOULD STOCK



FLETCHER Wood Scrapers

- **THEY SELL . . .** quality is built right into FLETCHER Wood Scrapers. Your customers quickly recognize this fact.
- **EASY BLADE CHANGE . . .** models 250 and 300 have the instantaneous blade release (10-second blade change). Other models also have simple blade release.
- **PLENTY OF MODELS . . .** scraper sizes 1" to 2 1/2" (blades up to 3") provide the right size wood scraper to fit any job in any price range.
- **EASY TO DISPLAY . . .** free displays for counter or window are furnished with assortment purchases.
- **EXTRA PROFITS . . .** a bonus profit with each assortment increases the value of your investment.
- **EXTRA BLADES . . .** purchasers of FLETCHER Wood Scrapers will return to your store for extra blades. Be sure to stock them.

Write for complete descriptions and learn how much profit each assortment earns for you.



HOW IS YOUR STOCK OF
FLETCHER GLASS CUTTERS?

THE FLETCHER-TERRY COMPANY

596 SOUTH STREET

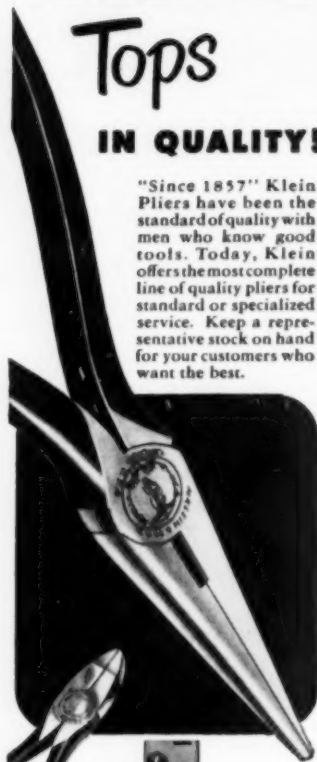
FORESTVILLE, CONNECTICUT

KLEINS

Tops

IN QUALITY!

"Since 1857" Klein Pliers have been the standard of quality with men who know good tools. Today, Klein offers the most complete line of quality pliers for standard or specialized service. Keep a representative stock on hand for your customers who want the best.



Write for your free copy of the Klein Pocket Tool Guide today!

**DISTRIBUTED
THROUGH
JOBBER**

Foreign Distributor:
International Standard Electric Corp.,
New York.

Since 1857



Mathias KLEIN & Sons
Established 1857 Chicago, Ill. U.S.A.
3200 BELMONT AVE. CHICAGO 18, ILL.

that respect, is almost infinitesimal, not enough to offset the superiority of bronze in strength and rigidity.

Rigidity, by the way, is an important attribute to look for in any window screening. Stiff, rigid screening handles better in the wiring of window, door and porch screen frames: it cuts straight and true without any jumping of the knife or shears back and forth through adjacent wires; and it will lie straight, with the wires in perfect alignment with the frame.

Stiff wire screening will hold its shape when cut to even the smallest dimensions, with or without the selvege left on. It can be tacked into screen frames without any bulky "hem" or necessity of folding it back upon itself for tacking. And rigid metal screening will stretch out perfectly flat, free from wrinkling or "puckering," when it is tacked into a wooden frame.

Cladded Aluminum Screening

Due to a wealth of practical experience with aluminum alloys in the aeroplane field during the war, plus extensive laboratory research, concentrated directly on insect wire screening, a type of aluminum screening is now being marketed which is radically different from the old pre-war product.

This new screening is woven from what is known as 56S cladded aluminum wire. By cladded is meant a type of wire where the core is composed of one set of elements, designed for strength and ductility (satisfactory weaving and wearing qualities), and an outside coating of somewhat different chemical analysis, designed to protect the core from deterioration upon exposure to the weather.

The cladding is not perceptible to the naked eye — not, in other words, a wire visually composed of two separate sections. The cladding element is poured over and around the billet before it is formed into rods and then drawn into wire; that perfects a bond between the two segments which is so close that it would take a powerful microscope to detect it. That is the secret of the success and popularity which present-day aluminum screening enjoys over the old solid-wire product.

Cladded aluminum insect wire screening is a commercially standard item. Mesh sizes and widths are the same as for bronze and galvanized, but the standard wire

THE PAINTER'S FRIEND



CONSUMERS

SPACKLING COMPOUND

**FOR REPAIRING
HAIR-LINE CRACKS, HOLES
IN PLASTERED SURFACES**

For pre-painting preparation—the smooth way to "crack-proof" plaster walls, seal open joints and cracks in woodwork, fill nail and screw holes, smooth rough wallboard, cover checks and knots in wood. Can be sand-papered to velvet finish. Will not shrink or fall out. Available in 1, 5 lb. cans; 100 lb. drums; 300 lb. drums.

Order from your wholesaler.

CONSUMERS GLUE CO.
1515 N. HADLEY ST. ST. LOUIS 8, MO.

diameter for aluminum is .013" instead of .011". To withstand the tension and whipping action involved in weaving operations, a heavier wire must be used for cladded aluminum screening.

In the comparatively short space of six years since the close of World War II, the sale of cladded aluminum screening has climbed to a point where it is practically on a par with bronze in popular acceptance.

Other Kinds of Insect Wire Screening

Monel wire screening, which formerly enjoyed wide popularity along the Atlantic Seaboard, is no longer considered efficient and is practically off the market for use in the Continental United States. Considerable quantities of monel screening, however, are still being made and shipped to the Hawaiian Islands.

Extensive experimental work is being done on insect wire screening made of various newly popular metals and alloys such, for example, as titanium screening, but none of them has yet reached a commercial marketing stage.

(Mr. Bacon's second article in this series will appear in May.)

Increased Sales

(Continued from page 93)

Approximately 60 percent of his sales, exclusive of Saturday, are made to home-owning housewives, many of whom have minor house repair problems. Martin usually has a solution, and his advice has helped win the confidence of a large number of such customers.

Set back from the highway about 50 feet, Martin's store offers a spacious parking area in front. A 75-foot strand of colored electric lights drape over the entrance to the parking area and approach to the store. These are visible to motorists approaching from either direction, at a distance of several hundred feet. The full-length plate glass windows carry special messages, painted in bold letters.

About 50 motorists stop each day to purchase merchandise, Martin said. Some of these are transients from neighboring counties who find city parking difficult.

What Martin enthusiastically calls the "traffic counter" is a flat-top table, 16 feet long, three feet wide, with shelves underneath. Small merchandise is grouped on its top. Though he originally planned glass separators for the table top, the fast movement of stock and the care with which customers replace items to their proper group has led him to abandon the partition idea. He attributes the exceptional sales from the traffic counter to its unique, roomy, grouped display, and its closeness to the service counter.

In designing other display islands, he held the top shelf below eye level, to bring the merchandise closer to the customer and to provide an unobstructed view of the entire store.

Selling Spinning Tackle

(Continued from page 95)

A spinning outfit may be obtained for as little as \$25 at retail. But the average price of an adequate outfit consisting of rod, reel, lines and lures is approximately \$50.

It doesn't make sense to sell a cheap combination that will soon backfire on the dealer when a good, complete set can be moved for the same price as a good fly or bait outfit. There is more profit for the dealer in the better equipment. The dollar sale and

Sell the Spiral
Screw Driver
that's enclosed...
for long life, safety

boost hand tool department
profits with this Greenlee
high-quality tool

Here's the Spiral Screw Driver that immediately takes the customer's eye. It's easy for him to see how well he's protected . . . fingers can't get pinched when working with this fine tool. And since it is enclosed it stays dirt and grit free for long years of good service. A glance at the GREENLEE Enclosed Spring Return Spiral Screw Driver also tells that it is of high quality through and through. All parts are made to stand up under hard use . . . inside and outside sleeves and nose of stainless steel, drive nuts of phosphor bronze, other parts of high strength aluminum and steel. Hard-Wear handle of attractive, durable green plastic. Made in small and medium sizes . . . individually packed with three sizes of bits in handsome package. Get complete details on this sales-maker now.



STOCKED BY LEADING WHOLESALEERS



GREENLEE TOOL CO., 1824 HERBERT AVE., ROCKFORD, ILLINOIS

**Keep after
this brand**



**with its little
"trade" man**



**famous to
so many people**



**for so many
good reasons!**



They're worth waiting for! (Though today's shortages have made them scarce, the situation is improving.) Keep identifying your store (with the popular, practical Bassick display) as headquarters for Bassick "Diamond-Arrow" and "Diamond-Dart" casters and rubber cushion glides. First in customer preference and satisfaction. **THE BASSICK COMPANY, Bridgeport 2, Conn. In Canada: Belleville, Ont.**



Bassick
MAKING MORE KINDS OF CASTERS MAKING CASTERS DO MORE

margin is greater and the customer will be better satisfied in the long run.

A spinning reel cannot backlash, simply because its spool is fixed. This no backlash feature is one of the big reasons for the sensational growth of spinning. It is claiming the beginners and novices for this reason. It is enlisting the top-notch bait casters who have struggled with only fair success to use $\frac{1}{4}$ and $\frac{5}{16}$ -ounce lures with longer rods and lighter lines. It is a sure-fire method of catching fish that answers the problem of any angler who doesn't have the time to become a good fly or bait caster. This makes any fishermen—novice or expert—a candidate for a complete spinning outfit.

The average spinning outfit for Southern fresh waters should consist of a $6\frac{1}{2}$ - or 7-foot medium to light action rod, a reel with an extra spool, 2 spools of line (4 and 6 or 8-lb. test), snap swivels, plastic keels, at least six lures, a plastic bubble for use in casting the smallest dry flies and popping bugs, a $\frac{1}{8}$ or $\frac{1}{4}$ snap-on casting weight for use in casting streamer flies, bucktails and other under-water fly-rod lures.

Yes, with simple improvising, spin-fishermen may successfully use lures from No. 20 dry flies to $\frac{3}{8}$ and even $\frac{1}{2}$ -ounce casting baits. Thus, it is the most versatile of all fishing rigs. It actually is the most effective way of catching panfish or red wigglers. It is just as useful for offering creek chubs or large shiners to big-mouth bass.

This newly-found fun for fishermen is still below its peak. This spring and summer there will be more fishermen than ever before and a continually growing percentage of them will be equipped with a deadly "coffee-grinder" that knows no mistakes.

Potted Plants

(Continued from page 100)

women shoppers in the store has increased month by month.

When Goodman purchased the already-established hardware business two years ago, he began making a concerted effort to attract more women customers into the store. First, he installed a complete dinnerware department, featuring choices ranging from low-price sets to fine open-stock

NEW MAGIC CLEANER—

Copper Brite

**Cleans Copper
Brass and
Stainless Steel
Cookware—**

**SPARKLING
BRIGHT
IN
1 SECOND!**

**WIPE ON AND
RINSE OFF!**



No Rubbing—No Scrubbing



Seal of Approval—
U. S. Testing Co.

**MONEY-BACK GUARANTEE
ON EVERY BOTTLE**

Sold through hardware, variety and
department stores exclusively

**RETAIL
89¢
\$1.49 FULL PINT
FAIR TRADED**

COPPER BRITE, INC.
1109 N. Palmside Place
Los Angeles 46, Calif.

china and glassware. Then, he converted a former farm tool display fixture into a "housewares and kitchen gadget section," complete with shiny copper, aluminumware, and stainless steel cooking ware. Also, he set up a large toy department, to attract mothers.

While each of these changes helped to increase the number of women coming into the store, not one, or even the combination, was effective enough to get the desired results. After many such experiments, Goodman decided upon the potted plant department, after talking with a local nurseryman and several local customers.

The results have been highly satisfactory, he said, and in addition to showing a consistent profit in itself, the potted plant department continues to bring in women shoppers.

Garden Shop

(Continued from page 100)

sample of her soil or the diseased plant. We make every effort to find the cause of her troubles. We

want her to garden as successfully as she had hoped to. Furthermore, we want her to feel that we stand behind every sale that we make. If she doesn't get results, she has a right to come to us and find out why."

Rockville Supply Co. offers a large supply of bushes, evergreens and trees suited to this area, and it will send its own nurseryman to help a customer plant them.

"We ourselves make an effort to keep abreast of developments by reading garden magazines and stocking up on effective new products that we are likely to have a call for," Veirs said, "for one of the magazine-reading gardeners will come in and ask for that particular kind of seed or fertilizer or spray. These people want quality products that are supported by national names. And if they have read that a certain grass seed will give them better lawns, that is the seed they will ask for—and no other."

A supply of hand and power garden tools, such as rakes, garden cultivators, onion hoes, spades, garden tractors, lawn mowers, etc., are stocked, and assistance is given the customer on what tool she will need. Throughout the summer there is a good, steady sale of garden hose.

Garden supply sales promote sales in other departments also, Veirs pointed out. "Many of these people who raise their own vegetables now put them up for year-round use in home freezers, and they call on us for pressure cookers, pots and pans, glass jars, paraffin and other needs for canning and preserving." A 20 percent increase in other departments might be attributed to garden supply customers, he pointed out.

Throughout the gardening season, this successful garden shop maintains a \$2,500 stock of garden supplies.



Leading Volume Line

(Continued from page 104)

requires a life preserver where fishermen use boats. Life preservers at most large lakes can be rented for 25 cents. Good ones can be bought for less than \$5 at the store. By pointing out the ease in which a life preserver can pay for itself, Doerr has increased his sales.

In fact, he has continued to in-

Cash in on the BIG MARKET for

TM CHAINS



COMPLETE LINE NATIONALLY ADVERTISED

TM means big chain sales the country over. That's because distributors have a Complete Line—everything from sash chain to 1 3/4" TM Alloy Steel Chain, plus a full selection of chain attachments. The big TM Line is nationally advertised. Hard-hitting ads pave the way to volume sales for you. This effective program is backed by a highly trained factory sales force ready to help you and your organization with any chain problems your customers may present. Investigate your *profit opportunities* with this established line of TM Quality Chain. Send coupon today for details.

S. G. TAYLOR CHAIN COMPANY, Hammond, Indiana

TAYLOR MADE

A GREAT NAME IN

Chain

SINCE 1873

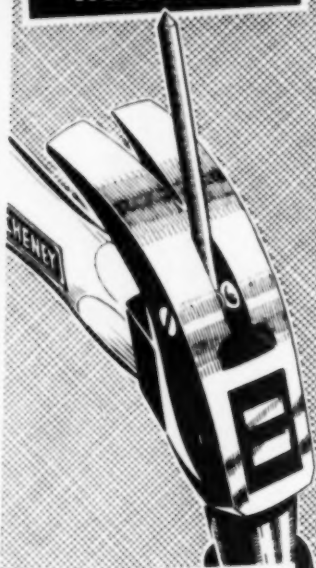
S. G. TAYLOR CHAIN COMPANY
Department 25, Hammond, Indiana
Rush details on Complete Line of TM Chain.

Name _____

Address _____

City _____ State _____

CHENEY nail holding hammers

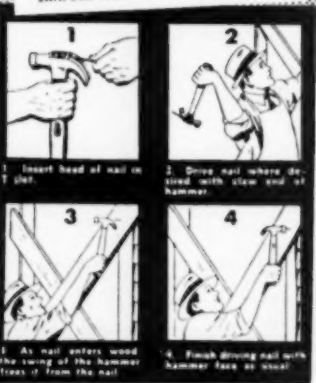


Made of the finest materials.
Clear hickory Never-Slip-Grip
handle specially designed for
comfortable effortless nailing.

For more hammer sales order
some Cheney Nail Holding Ham-
mers from your jobber—now.

HENRY CHENEY HAMMER
CORP.
LITTLE FALLS, N. J. U. S. A.

Sales Representatives:
JOHN H. GRAHAM & CO., Inc., New York, N. Y.
SANFORD BROTHERS, Chattanooga, Tenn.



crease his sporting goods sales each year. "I checked my purchases for 1951 the other day," Doerr explains, "and was surprised to see how much I had bought and sold. If someone had told me, I wouldn't have believed him."

In the hunting line, he stocks well known brands. For his regular customers, he supplies Federal duck hunting stamps. Doerr likes to get away for week-end duck hunts himself. This past season he made six trips during the first month.

He fishes and hunts a lot with his family and also with his clerk, Willard Haynes, who has been with him four years and who does a good job of selling, too. Doerr and Haynes usually hunt or fish once a week.

One of Doerr's favorite fish stories involves Haynes. And he maintains it's true.

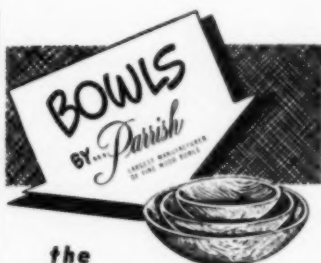
"We were fishing in Cold Creek one day," Doerr recalls. "Our party caught the limit in crappie, then decided to fish for bass. In less than 30 minutes, within a boat's length, we caught 30 bass, weighing about two pounds apiece. We couldn't string them fast enough, just tossed them into the boat. Finally, I had them all on the line and put the line over the side of the boat. The line broke and all the fish went to the bottom."

"My daughter cried, 'Now, no one will ever believe us when we tell about this!' With that, Haynes jumped into the water—it was over his head—and went down for the fish. He brought the line up and it still had 29 bass on it. Only one had slipped off."

"I believe if I fished for a hundred years, I'd never have such luck again."

One of Doerr's best catches is mounted and prominently displayed in his fishing tackle department. He quickly explains that the mounted bass isn't a record. But it is an eye-opener—a seven-pounder taken from Sardis Lake in Mississippi.

Doerr has always been sports-minded. However, his sporting goods and hardware business developed from a sideline. He had been with the appliance service department of the Memphis branch of Sears, Roebuck and Co. for nine years when he opened a radio repair store in 1945. After buying his building, Doerr found he couldn't fill it up with radio parts and equipment. So he took on some



the SALAD BOWLS EXPERTS USE

FIVE complete distinctive lines to enthrall all classes of trade. Bowls in the exclusive Parrish finish—the finest made—in choicest woods; also popular priced lines of beautiful quality for home and professional use. Complete lines of woodenware backed by more than half a century of wood craftsmanship.

Write for illustrated folder and price list that shows the way to sales and profits.

J. SHEPHERD PARRISH CO.
205 W. Wacker Drive Chicago 6, Ill.

hardware and sporting goods. This has developed into the main part of his business, although the radio service still is important.

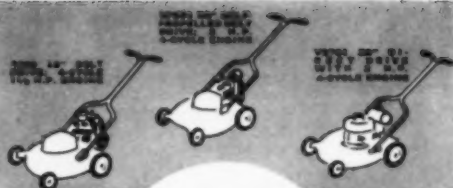
It's sort of like fishing for crappie and coming up with a surprisingly big bass.

CONVENTION DATES

Alabama Retail Hardware Association, annual convention and trade show, March 30-April 1, 1952. Headquarters, Hotel Whitley, Montgomery, Ala. Secretary, Mrs. Euna G. Ramsey, Room 203, 1926-4th Ave., Birmingham, Alabama.

Hardware Association of the Carolinas, annual convention, June 9-11, 1952. Headquarters, Hotel Charlotte, Charlotte, N. C. Secretary, Mrs. Sally C. Masten, 118½ E. 4th St., Charlotte 2, N. C.

Florida Retail Hardware Association and Georgia Retail Hardware Association, annual joint convention, May 19-21, 1952. Headquarters, Geo. Washington Hotel, Jacksonville, Fla.



RUGGED

**PERMANENT-MOLD
CASTINGS**



**5 TIMES
STRONGER**

Lazy Boy

**... THE STRONGEST NAME IN
ROTARY POWER MOWERS**



Average casting.
1/8" thick



Lazy Boy casting.
1/4" thick

Lazy Boy's permanent-mold castings are FIVE TIMES STRONGER than ordinary castings, and perfectly balanced for easy mowing. Gasoline or electric models, all trimmer type to save work, with famous make engines, ball-bearing wheels, and all-around safety design. STOCKED AND SOLD BY BETTER HARDWARE JOBBERS

For name of jobber nearest
you, write today to Dept. 5.

FARM & RANCH, Inc.

3907 BROADWAY
KANSAS CITY, MO.



BRIGGS & STRATTON, CLINTON, LAUSON OR POWER PRODUCTS
GASOLINE ENGINES

KIDS GO FOR Draper-Maynard "LITTLE LEAGUE" BASEBALL EQUIPMENT

Approved by Carl E. Stutz, President of "Little League"

★ TOPS in Quality, Design!

★ BIG in Repeat Sales!

★ COMPLETE Line

Sells "Team" Market!



D&M "Little League" OFFICIAL BASEBALLS

"Little League" baseballs sell fast.
A sure-fire profit builder.

D&M "Little League" GLOVES AND MITTS

Famous for quality—over 100 years!
Priced right—styled right... means
quick turnover, steady volume.

D&M "Little League" BASEBALL EQUIPMENT

Professional style, designed for
Little League performance.

Order the complete DRAPER-MAYNARD line
from your Wholesale Distributor right
away.

"The Lucky Dog Kind"

DRAPER-MAYNARD



SPORTS EQUIPMENT

THE DRAPER-MAYNARD CO., 4861 Spring Grove Avenue, Cincinnati 32, Ohio

WHY SELL ONE . . .



WHEN 3 SELL BETTER

SELL ALL 3

Cortland BRAND

INSECT WIRE SCREENINGS

WB

You triple your chances of making a sale when you stock all three Cortland Insect Wire Screenings. Homeowners prefer Cortland Brand because it comes in three popular price ranges . . . gives years of service and insures a better screening job.

Cortland Brand Wire Screening is fine for windows, doors, porches and breezeways . . . has been a favorite screening for over 75 years. It meets U. S. Department of Commerce National Bureau of Standards' specifications. In 18 x 14 mesh, 24" to 48" widths, 100 linear foot rolls. Extra wide widths also available.

Because of material shortages, you may not be able to get immediate delivery on all types of Cortland Brand Wire Screening. However, place your order now . . . we'll supply your jobber as quickly as we can.

Cortland GRAY-WICK Popular, all-purpose wire screening. Doubly protected against corrosion by electro-zinc galvanizing and "glare-proofed", enameled finish.

Cortland BRONZE Rust-resistant. Unaffected by weather, salt air, acids, gases. Stronger, longer-lasting than copper screening. Bright or dark bronze "antique" finish.

Cortland ALUMINUM Won't rust or stain because it's made of aluminum clad wire. Strong and durable. Weighs less than half as much as steel insect wire screening.

FREE MERCHANDISING KIT!



Contains colorful folders and streamers to identify your store as Wire Screening Headquarters. Also Poultry Netting, Nail and Brad window streamers. Send for your kit today!

Cortland BRAND

WB

**NAILS & BRADS • HARDWARE CLOTH
POULTRY NETTING**

WICKWIRE BROTHERS, INC.

CORTLAND, N. Y.

Secretary, W. W. Howell, Box 183, Waycross, Georgia.

Louisiana Retail Hardware Association, annual convention, April 20-22, 1952. New Orleans, La. Secretary, David O. Mansfield, Box 1696, Jackson, Mississippi.

Mississippi Retail Hardware Association, annual convention, June 15-17, 1952. Headquarters, Buena Vista Hotel, Biloxi, Miss. Secretary, David O. Mansfield, Box 1696, Jackson, Mississippi.

Southern Wholesale Hardware Association and American Hardware Manufacturers Association, annual joint convention, Palm Beach, Florida, April 6-10, 1952. Headquarters, Palm Beach Biltmore. T. W. McAllister, 614 Metcalf Bldg., Orlando, Fla., managing director, SWHA. A. L. Faubel, 342 Madison Ave., New York 17, New York, secretary, AHMA.

WHOLESALE NEWS

(Continued from page 76)

Ellis Harrington Joins Sheffield Clark & Co. .

ELLIS HARRINGTON has joined the sales organization of Sheffield Clark & Co., well-known manufacturers' representatives selling to the wholesale hardware trade, with headquarters in Nashville, Tenn. He will make his headquarters in New Orleans and his territory will include Louisiana, Arkansas, Mississippi, and parts of South Alabama and Florida.



Ellis Harrington

Old Hi Says



when you're selling tackle

a Tackle Salesman can net you most



Your H-I man sells fishing tackle, and nothing else. Tackle is not "just another line" for him—it's his business. Doesn't it make sense, then, to rely on him for selling advice, help in selection of the tackle that sells best in your area, and for display and merchandising ideas?

He has sound backing, too. He can show you the largest line of fishing tackle in the world—29,000 items that include tackle for every fisherman and every kind of fishing. He—and you—are backed by the industry's outstanding national advertising... a tie-in merchandising program that's easy, economical and effective.

Let your H-I man—and the value-packed H-I line—build your tackle volume this year. See him soon—or write us direct for his name.

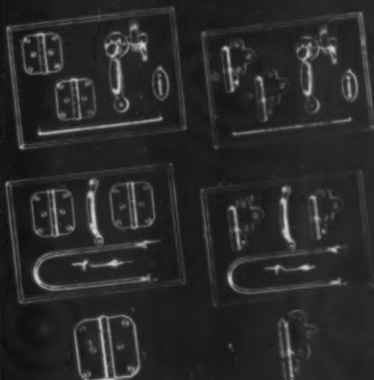


HORROCKS IBBOTSON UTICA, N.Y.

Manufacturers of the Largest Line of Fishing Tackle in the World

SOUTHERN HARDWARE for APRIL, 1952

Light BUILDERS HARDWARE



by GRIFFIN

For more than 50 years Griffin hinges have been known for their fine materials and workmanship. Griffin hinges are part of a wide variety of light builder's hardware... quality produced by Griffin.



Every DOOR NEEDS THREE!

GRIFFIN-

Manufacturing Company

ERIE • PENNSYLVANIA

THE B. S. ALDER COMPANY
45 Warren Street
New York 7, N.Y.

HARVEY D. RUSH & SONS
4638 Nichols Parkway
Kansas City, Missouri
WILBUR H. DAVIS
1639 W. Fargo Avenue
Chicago 26, Illinois
GEORGE A. GREGG
17134-6 Wyoming Avenue
Detroit 21, Michigan
AUSTIN & EDDY INC.
115 Broad Street
Boston, Massachusetts

WALTER S. JOHNSON & SONS
917 St. Charles Avenue
Atlanta, Georgia
H. C. GLOVER
2611 Garrison Blvd.
Baltimore 16, Maryland
ROY L. ROGERS
1620 Garfield Street
Denver 6, Colorado
W. C. MEIBAHM & CO.
4954 Olmsted Avenue
St. Louis 9, Missouri

E. H. FARRAR
4637 Golf Drive
Dallas 5, Texas
CHARLES L. LEWIS
1255 Market Street
San Francisco 3, Calif.
B. F. BEVERS
4524 East 60th Street
Seattle, Washington
L. G. FULLER, JR.
644 Worthington Road
Jackson 6, Mississippi

**IT'S EASY
TO SELL...**

HOLD-E-ZEE

The Original
**Automatic Grip
SCREWDRIVERS**

... easy because Hold-E-Zees have everything ... hand-ground bits, insulating, unbreakable handles, chrome-vanadium blades, the famous Gripper ... yet retail for no more than ordinary screwdrivers. Take these ready profits!

MODELS FOR
ALL TYPE
SCREWS



ORDER THRU YOUR JOBBER

ASK FOR: **POINT-OF-SALE
DISPLAYS
IN 4-COLORS**

UPSON BROS. INC. ROCHESTER 14 N. Y.

INDUSTRY NEWS

(Continued from page 74)

he was operating three factories, one at North Easton, one at Baintree, and one at West Bridgewater.

Today O. Ames Co. has two plants in Parkersburg and one in North Easton, as well as five handle plants located in West Virginia, Pennsylvania, and Indiana.

Howard Mull, Warren Tool Executive, Dies.

HOWARD MULL, vice president in charge of sales, Warren Tool Corp., Warren, Ohio, suffered a fatal heart attack on December 22. He was 63 years of age and had been associated with the Warren Tool Corp. for 30 years.



Howard Mull

From 1920-1922, Mr. Mull was manager of the railroad departments of the Reliance Manufacturing Co. and the Warren Tool & Forge Co. In 1922 he left the Reliance firm to devote his time exclusively to the Warren Tool & Forge Co. as vice president in charge of railroad sales. When the company reorganized and became the Warren Tool Corp., Mr. Mull served as sales manager.

Jacobsen Begins Dealer Sales Training Clinics.

ON FEBRUARY 25, 1952, Jacobsen Mfg. Co., Racine, Wis., began the first sales training program for dealers in the history of the power mower industry. Attending the 11

Clean-up
...with these
Wash-day
favorites



Here's a clothesline pulley with real "sales pull". Its deep-grooved design, stainless steel axle, and Stanley quality construction assure years of trouble-free, noiseless service.

Take the "sag" out of your sales with this popular Stanley "pull-tite" line clamp ... a pull on the end of line tightens it. Ideal for tightening clotheslines, tennis and volleyball nets, or tent lines using No. 8 or 10 cord.



STANLEY
Clothesline Hardware

Stock these fast-moving wash-day favorites. Remember, customers know and buy Stanley quality.

The Stanley Works, New Britain, Conn.

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL



HOW!

We'll Tell You How

SOUTHERN WOOD SCREWS

(Slotted or Phillips Head)

are your solution

There's plenty of wampum to be made in selling fastenings. But how can you be sure the line you handle satisfies your customers . . . brings 'em back for the repeat purchases that mean *extra* profits!

That's where we come in! When you sell Southern screws, you're sure of complete customer satisfaction and repeat business. Here's why.

All Southern screws are absolutely, uniformly perfect. Our unique inspection routine guarantees that no faulty fastenings . . . no chips or blanks . . . can leave our plant. The rugged single-thread construction of Southern screws keeps them from twisting or breaking while being driven. They're quick-starting, fast-driving, tight-fitting. And they're made of the very finest selected steel or brass wire.

Sizes range from 1/4" No. 2 to 4" No. 20 in steel and 4" No. 16 in brass. Slotted or Phillips heads. Write today for our catalogue.

FACTORY WAREHOUSES

4100 Dell Avenue
North Bergen, N. J.

325 West Ohio Street
Chicago 10, Illinois

240 Decatur S.E.
Atlanta, Georgia

SOUTHERN SCREW COMPANY

110 Rickert St.

Statesville, North Carolina



LEADERS

ATLAS wicks are preferred by more dealers in America than any other brand. They are the choice of customers everywhere because of their superior quality and dependable service.

GLASWIK The leader in reputation and distribution. The original spun glass wick and the only wick that is free of wire. Outlasts several ordinary wicks.

FLAMEMASTER America's leading asbestos wick. Woven of wire reinforced high grade asbestos yarn.

BESWIK A woven asbestos wick that gives long dependable service. Economical in price but equal in quality to other wicks. Attractive display cartons make a favorable impression on customers.

TOP NOTCH Perfectly woven of highest quality cotton fitted into a metal carrier. Fits Perfection, Miller, Nesco and other cook stoves and room heaters. A good "repeater."

FASTHEAT "Accordion fold" construction makes FASTHEAT a universal wick . . . fits any standard range burner. It is a fast seller and strong repeater.

WRITE FOR COMPLETE
DESCRIPTIVE LITERATURE
ROOM 503,
GENERAL OFFICES

ATLAS ASBESTOS COMPANY



SOLD
EXCLUSIVELY
THROUGH
JOBBER

NORTH WALES, PA.

30 YEARS OF PROGRESS IN ASBESTOS TEXTILES

**hand him
CHANNELLOCK**

and he'll Buy!

Made only by
**CHAMPION
DEARMENT**



And who wouldn't? For Channellock pliers are the finest to be bought . . . or sold. Channellock pliers have been known for years as a highest quality tool—made by Champion DeArment, long recognized as synonymous with quality and craftsmanship.

Check the features — Longer Wearing, Closely Spaced Adjustments, No Wear on the Joint Bolt, Self Cleaning—these plus the skill and experience of more than 65 years make Channellock Pliers outstanding.

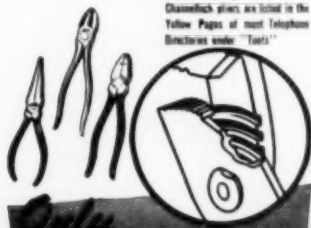
When your customer relies on your judgment you can recommend Channellock pliers proudly. Hand him Channellock and he'll buy.

And remember, ONLY Champion DeArment makes Channellock. Send for Catalog DS today.

CHAMPION DEARMENT TOOL CO.

Meadville, Pa.

Channellock pliers are listed in the Yellow Pages of most telephone Directories under "Tools"



CHAN NEL LOCK

meetings held on that date were 137 dealers and their salespeople.

Each night, until April 24, the program will be repeated; and as of February 26, over 360 sales clinics had been definitely scheduled, indicating that over 8,000 people would learn to sell more power mowers, it was announced.

The clinics are nationwide and are designed to help dealers organize a forceful power mower selling program and to build effective garden products displays around Jacobsen mowers.

Wood Appoints Peabody Assistant Sales Manager

THE WOOD SHOVEL and Tool Co., Piqua, Ohio, has announced the recent appointment of William D. Peabody as assistant manager of sales.

Mr. Peabody has covered several midwest states for The Wood Shovel and Tool Co. since July, 1949, serving hardware and industrial wholesale accounts. He will continue to contact the trade, as well as assume his new duties, in the Piqua office.



William D. Peabody

Prior to his association with Wood, Mr. Peabody was for four years sales manager of The Anchor Manufacturing Co. of Piqua.

Fishing & Hunting Div. To Hold Chicago Session

THE FISHING and HUNTING Division of the National Hardware Show will hold a Chicago Session, August 4-7, at the Chicago Coliseum, according to Frank Yeager, managing director of the Show. A nationwide survey of the fishing and hunting industry helped determine the time and place for the second Trade Show, he said.

The seventh National Hardware

Nail Down

Profits
With These
3 Popular

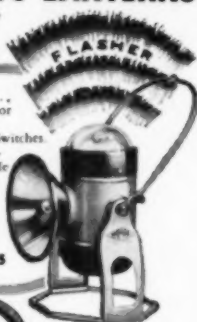
Empire
METAL WARE

ELECTRIC LANTERNS

SAFEWAY
Travelite
No. 958

Blinks . . .
Beams . . . or
Blinks AND
Beams! Twin Switches.
Red flasher cautions traffic, while
side spot beam provides powerful service
light. Pivot
Base

\$5.95



FOCAL-RAY
No. 900

Focal adjustment. Throws
powerful spot beam
or floodlight by turning
lenshead.
Pivot base—
light stays "put"
at ANY angle.
Plastic handle.

\$3.50



Hi Lo

No. 870

Turn night
into day! Twin
lights—extra
brilliant side
light with top
flood light.
Pivot base
spots light
up or down

\$4.50



Meet the great Farm, Sports, and Motor-
ing demand for Electric Lanterns with
these three EMPIRE styles. Nationally
Advertised, this popular trio will keep
your stock rolling—your profits growing.

Empire

Ask for the EMPIRE Electric
Lantern Catalog.

The METAL WARE Co.

Two Rivers, Wisconsin

MECHANICS' TOOLS and HARDWARE SPECIALTIES

Tools that your customers will purchase. Order today from your jobber, or write for catalog.



CULTIVATOR
No. 270

Reinforced tines.
Length overall 9 1/2".
Also furnished in long
handle, 36" long.

(No. 270-L.H.)

**No. 215
GARDEN
TROWEL**
6" Blade



Blade made of 16 ga. bright cold-rolled steel. Malleable iron shank fastened to blade with extra strong rivets. Part of blade is enameled bronze. Polished hardwood handle.

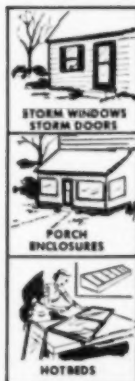


DIBBLE No. 218

Wood handle smoothly sanded.
Finely shellacked finish. Polished
iron point.

GUARANTEED • SINCE 1830
WILLIAM JOHNSON INC.
BRENNER AND KENT STREETS—NEWARK 3, N. J.

TOUGH TRANSPARENT PLASTIC TAKES THE PLACE OF GLASS



CLEAR-LITE

A amazing new material stands up under any wear and tear—in any weather. Clear as glass! Easy to install. Saves user many dollars. Priced right for greater volume. Excellent profit margin. New merchandising display moves it fast. Write for details.

**SEE THESE OTHER WEATHER-TESTED
WINDOW and DOOR MATERIALS**

GLAZ-SCREEN

Heavily reinforced bright galvanized wire embedded in durable plastic. Thousands of uses. Highly competitive price. Ask about the profit opportunities of fast-selling Glas-Screen. Write today!

NU-V-GLASS

No gum, resin, wax or paraffin used in manufacture. Reinforced with over 16 miles of tough cotton cord in every 100 yard roll. Here's the fastest-selling glass substitute material on the market.

GLAZ-FABRIK

Has 80 threads per square inch. Cure impregnated with special weather resistant formula. The market for Glas-Fabrik is growing by leaps and bounds. Be sure to write for free catalog sheet.

SEND FOR FREE CATALOG SHEETS WHICH GIVE
FULL INFORMATION and PRICES

SOL-O-LITE MANUFACTURING CO.
4305 - N West North Avenue • Chicago 39, Ill.

SOUTHERN HARDWARE for APRIL, 1952

INCREASE HAND SAW PROFITS with Rockwell!

DISPLAY THESE SAWS
with National Hardware
Week Special No. 100

\$4.95
RETAIL

NUMBER 33:

26" straight back, four gauge taper ground, two stroke bevel filed, handle—beech, full carved, mahogany stained, four nickel plated screws and medallion, plain finish, lined off. Available 5 1/2-8-10 pt. Packed 1/2 dozen to a carton.

\$3.95
RETAIL

NUMBER 22:

26" straight back, two gauge taper ground, one stroke bevel filed, handle—beech, mahogany stained, grip carved only, three nickel plated screws and medallion, plain finish, lined off. Available 5 1/2-8-10 pt. Packed 1/2 dozen to a carton.

\$2.95
RETAIL

NUMBER 11:

26" straight back, flat ground, straight filed, handle—beech, mahogany stained, no carving, three nickel plated screws and medallion, plain finish, no lining off. Available 5 1/2-8-10 pt. Packed twelve to a master carton.

**BIGGEST
SELLER EVER!**
Rockwell "Gem"
Blued Steel Finish, 26",
8 point, 4 gauge
taper ground.
Only **\$3.88**

☆ Finer in Appearance ☆ Superior in Quality
☆ Outstanding Long-life Performance



Rockwell Tools, Inc.

FORMERLY OHLEN-BISHOP MANUFACTURING COMPANY
Subsidiary of ROCKWELL MANUFACTURING COMPANY
1314 KINNEAR ROAD, COLUMBUS 12, OHIO

99 years OF FINE QUALITY SAW MAKING



CLARK
QUALITY INDUSTRIAL FASTENERS SINCE 1884

Ask For Them By Name
Bolts . . . Nuts . . . Rivets
. . . Screws—have provided
their users with the same
dependable uniform quality
and accuracy of finish for almost
a Century.

For Greater Security...
Fasten Fast with Clark Fasteners

CLARK BROS BOLT CO.
MILDALE, CONN.

**BOLTS • NUTS
RIVETS • SCREWS**
Get Them From Your Local
Jobber or Distributor
6-M-1d

Show scheduled for October 6-10, to be held in the Grand Central Palace, New York City, is now well over 90 percent sold out for 1952. A special package plan, with special price inducements to manufacturers exhibiting in both the New York and Chicago Show, will be offered.

J. E. Stone, Stanley Executive, Passes

JOSEPH E. STONE, retired vice president of The Stanley Works, New Britain, Conn., and a former New Britain city official, died February 4 after a prolonged illness. He was 77 years old.



Joseph E. Stone

In 1929, Mr. Stone was named a member of a committee appointed by the U. S. Chamber of Commerce to choose members of the "Business Clinic." He served as president of the American Hardware Manufacturers Association in 1929 and was appointed to the Connecticut Interstate Commerce Commission in 1935.

Correction

IN REPORTING the recent appointment by Olin Industries, Inc., of general managers of its five newly created operating divisions, SOUTHERN HARDWARE erroneously listed W. S. Allen as general manager of the Explosives Division.

Mr. Allen should have been identified as the general manager of the Electrical Division with headquarters at New Haven and with plants at New Haven and East Alton.

N. A. Hamilton is general manager of the Explosives Division.

Select any 3 of these 4 Lively

Mall Electric CHAIN SAWS

Selling from \$99.50 to \$130.00

Model 11812D—De Luxe Hand Chain Saw 12-inch capacity.

Model 11813—Standard Hand Chain Saw 12-inch capacity.

Model 11812—The smallest chain saw of its kind. Weighs only 11 lbs.



Get this big
Window Display Kit
—plus printed matter
& newspaper mats
FREE!



HERE ARE YOUR LIVE PROSPECTS:

Farmers — Home & Estate Owners — Resort Owners — Tree Surgeons — Arborists — Builders — Heating, Plumbing, Electrical and Construction Contractors — Municipalities, Park Boards, etc.

This "Deal" Sets You Up As An AUTHORIZED MALL Electric Chain Saw Dealer

Almost anyone entering your store is a "hot" prospect for an easy-to-operate, all-around useful MALL Electric Chain Saw. Packed with power and stamming — instant response to a flick of the trigger switch. Models to exactly meet every cutting need.

ORDER 3 — choice of models — one for window display, one for inside display, another for stock. At your nearest Mall Branch — or direct from the factory.

MALL TOOL COMPANY 7714 S. Chicago Ave. • Chicago 19, Illinois
40 Factory-Owned Warehouses, Coast to Coast, To Serve Our Customers and Thousands of Dealers
PROFIT THROUGH MALL DIRECT FACTORY-DEALER DISTRIBUTION PLAN

Buckeye

POWER & HAND LAWN MOWERS

HAND LAWN MOWERS

Lightened by modern alloys, toughened by modern steels, improved in many ways, BUCKEYE Hand Mowers continue to dominate the field by fine performance and economical pricing, just as they have done for many years.

You can't offer your customers better values. Five models, each with many features, to fit every type of lawn care. Be sure to ask for particulars on the BUCKEYE Hand Mowers.



The power mower market is still expanding; but buyers are more selective. Dealers know that demand is rapidly switching from mere engines, gadgets and glitter to an insistence on real performance.

BUCKEYE Power Mowers satisfy customers and build reputation because they combine modern engines, materials and design with plenty of practical lawn mower experience. That is why dealers find them increasingly profitable to handle.

Six walking models, 20", 24" and 28" single cut; 48" cut with trailer units. Also riding models with wider cuts. A line that you can stock and recommend with complete confidence.

Information on request



LAWN MOWERS SINCE 1880

PLEASE ADDRESS Dept. LM-55

MAST-FOOS

MANUFACTURING COMPANY

SPRINGFIELD, OHIO

POWER & HAND LAWN MOWERS

IF YOU WANT TO TAKE THE LEAD — CARRY THE LEADER!

WHALE

WHALE CLOTHES LINE
extra-tough, solid braided cotton, smooth, glazed and pliable.

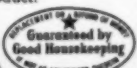
CALL YOUR JOBBER ABOUT THE COMPLETE SAMSON LINE . . .

All nationally advertised — Tite-Rope, the wire-centre, plastic-coated clothes line; Spot, Phoenix and Aetna sash cords; venetian blind, awning, marine cords.

OR
WRITE US for Free Samples and Complete Information.

Samson
CORDAGE WORKS
BOSTON 10, MASS.

Nationally advertised in The Saturday Evening Post and Good Housekeeping . . . a top-of-the-line quality product.



SURE SHOT ANTI-RUST GUN CASE TREATMENT

(You treat the case instead of the gun)

- No greasing before storage
 - No wiping before use
- \$1.00** 2 Fluid Ounces

Guns, tools, etc., are clean and ready for instant use on removal from case. No time-consuming oiling required before re-storage.

Scientific Rust Proofing — A new and highly successful chemical preparation for corrosion-proof storage of guns, tools, instruments, fishing tackle, marine gear and steel products of all kinds.

One Treatment Lasts One Year — Each bottle contains sufficient chemical to treat one gun case or an equal area for one year. Guns, tools, etc., may be removed from the case or box and replaced as often as desired during this period.

Sure Shot is a rust inhibitor and arrester. Prevents further rusting when some rust is already present. Makes the gun case or tackle box the safest place for corrosion-resistant storage.



MONEY BACK GUARANTEE

- Nationally advertised.
- Each carton of 12 bottles is an attractive counter display.
- Standard discounts.

Write for data and catalog sheet.

BAYPORT CHEMICAL CO.

Dept. S-16

Linden Hills Station

Minneapolis 10, Minnesota

NEW

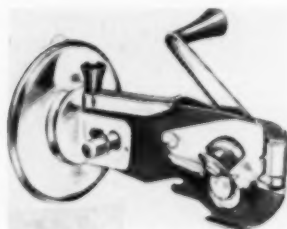
PRODUCTS

AND SALES PROMOTION MATERIAL

Dazey Introduces New Vacuumatic Can Opener

The Dazey Corp., St. Louis, Mo., makers of Dazey kitchen helps, has introduced the new No. 90 series vacuumatic can opener.

The removable, wall-type can opener, with its vacuum bracket attachment, adheres firmly to any non-



porous surface such as stainless steel, enameled metal, tile and plate glass by means of a scientifically designed vacuum cup. There are no holes to drill, or bolts and screws needed for mounting the new unit.

Montague Offers Fiber Glass Bait Casting Rod

A new variation on the fisherman's basic need for a bait casting rod will be offered in solid glass by Montague Rod & Reel Co., Montague Falls, Mass.

To sell for \$4.95, the new rod (No. 3G4) offers metal guides and tip top, cork forward grip, and precision engineering and workmanship. It is available in 3½, 4½ and 5 ft. lengths.

New Pyrex Skillet with Detachable Handle

The Consumer Products Division of Corning Glass Works, Corning, N. Y., has introduced a new 7-inch Pyrex brand Flameware skillet, available with or without a detachable metal holder.

The new skillet, which also doubles as a shirred egg dish, combines utility, streamlined styling, and ease of handling, and it is recommended for fried or scrambled eggs.



omelettes, bacon, sausage, hamburgers, cubed steak and chops.

Designed for use in the oven also, the skillet is ideal for baking individual pies and cakes, tomatoes, or special dishes.

Feature of the skillet is the easily-detached metal holder. By removing the skillet from the top of the stove or oven, and detaching the handle, the skillet becomes an attractive serving dish to take hot food from the stove to the table. Ease of cleaning, non-absorption of odors or flavors, and transparency are also featured.

New D-M Spring and Summer Sports Catalog

Draper-Maynard's new spring and Summer catalog for 1952 now is available through wholesalers handling the Draper-Maynard line. The new catalog features "The Lucky Dog Kind" of spring sports equipment, including baseball, Little League softball, MacGregor golf balls, MacGregor tennis and badminton equipment, and miscellaneous items.



New Wheelbarrow Display Offered by Animal Trap.

A new wheelbarrow counter display for Trump garden tools has been announced by the Animal Trap Co. of America, Lititz, Penn. Measuring 12 x 6 x 6 inches, the display is made of molded pulp and finished in four colors. The body of the wheelbarrow has raised lettering, and holes in the earth-like load hold each of the five Trump garden tools: cultivator, transplanter, trowel, weed cutter and fork.



The Trump wheelbarrow display is available free, without tools, to dealers selling Trump garden tools from their wholesalers.

Stevens Introduces New Line and Surface Level.

The E. A. Stevens Level Co., Newton Falls, Ohio, announces an improved Model No. 600 Stevens line and surface level. This economy model is made of heavy sheet aluminum, and the rolled and stamped body is designed to withstand unusually rough usage, the manufacturer announced. The present method of securing the level vial in the cylinder body is said to maintain accuracy longer. Level is indicated when set on 3" long base or suspended by line hooks.

YOU'LL SELL 'EM



YOURS IN FIVE SIZES

• — FROM 20¢ TO 40¢

FRABILL'S

BOB 'EM 2-WAY

FISH FLOAT FOR CASTING OR STILL FISHING

JUST PRESS 'N TURN



- BRILLIANT RED AND WHITE
- BRASS CAP FOR CASTING OR STILL-FISHING
- LIGHT WEIGHT
- HARD PLASTIC

FRABILL MFG. CO. 938 W. Walnut St. Milwaukee 5, Wis.

Air-Wate GARDEN HOSE

PLASTIC COVER
extra light

RAYON BRAIDED
extra strong

LONG LIFE
10 year guarantee

The beauty and lightness of plastic combined with the strength of braided rubber hose construction. HANCOCK'S AIR-WATE garden hose opens a new market for increased hose sales. Its good looks and light weight makes it a best seller. Its braided construction guarantees long life. For increased sales and greater profits. AIR-WATE is your best bet. Available in Baby or Green.

SOLD THROUGH RECOGNIZED DEALERS AND DISTRIBUTORS

SAMPLES AND NEW 1952 BROCHURE ON REQUEST

The world's most complete selection of garden hose



Hancock

MANUFACTURING, INC.

125 S. Second Street • Philadelphia 4, Pa.

MFRS. OF RED ARROW NON-JIGGLE TANK BALL.

SOUTHERN HARDWARE for APRIL, 1952

Quality at Every Point!

GENSCO

SWEDISH WOOD CHISELS

When you sell wood chisels—why not offer your customers the best. Famous Gensco Swedish wood chisels cost no more than better domestic brands, yet they offer the finest quality, point for point, of any chisel you can sell.



MACHINED
TENITE II HANDLES
ARE TOUGHER

BLADES HEAT-TREATED
TEMPERED, SHARPENED,
HONED

TANGED BUTT
FOR
LONGER LIFE

BEVEL EDGE FOR
STRAIGHT CUTTING
AND CHIPPING



EACH BLADE DELIVERED WITH
PROTECTIVE PLASTIC COATING

to protect the fine blade from rust or chipped edges. Strip it off for instant use.

SPECIAL INTRODUCTORY DISPLAY OFFER

To help you get started, Gensco will give you a three-color point of sale display board of Duran and wood absolutely free with the purchase of only 16 chisels (1 each of 11 sizes plus 1 extra of 5 most popular sizes). We'll gladly tell you the jobber that stocks them in your area.

WRITE FOR LITERATURE

GENSCO

WRITE FOR PRICES

GENSCO TOOL DIVISION
GENERAL STEEL WAREHOUSE CO., INC.

1806 North Kostner Avenue • Chicago 39, Illinois

Merchandising Kit for Wickwire Products . .

A new dealer merchandising kit, containing colorful posters and folders is being made available by Wickwire Brothers, Inc., Cortland, N. Y.

The kit includes eye-catching posters featuring all three of these Cortland-brand products: insect wire screening, poultry netting, and nails and brads.

Dealers may obtain one of the new merchandising kits by writing to Wickwire Brothers, Inc., Cortland, N. Y.

New Slugger Year Book Published by H and B . .

Hillerich and Bradsby's annual baseball publication, "Famous Sluggers Year Book" for fans and players throughout the nation again contains 64 pages including pictures of the past season's outstanding sluggers, records, hints on how to bat and highlights of 1951 outstanding baseball events.

H and B recently released their 1952 edition of "Official Softball Rules."

The two books may be obtained from dealers handling sporting goods.

National Guard Offers Jack Frost Weather Strip

New Jack Frost weather strip now is being manufactured by National Guard Products, Inc., 540 Jackson Ave., Memphis, Tenn., makers of metal mouldings, weather stripping, ornamental screen door grilles, and window guards.



The weather strip, made of wool felt and rust-proof white metal, is easy to apply with hammer and snips, and it may be used to weather-strip any type of door or window, either double hung or casement. It makes storm sashes weather-tight and is an ideal screen door silencer, it was announced.

Jack Frost weather strip, a permanent installation suitable for

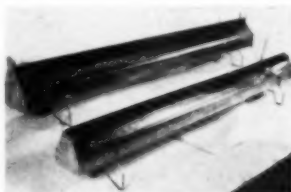
doors, windows, and around any area requiring insulation, is available in 18-foot rolls, complete with nails, sufficient for an average size window or door. The rolls are packed in attractive individual cartons, it was announced.

New Chick Feeders Offer Adjustable Heights. . .

Chick and growing flock feeders with legs adjustable to three heights, so that they grow with the flock, are being introduced by the James Mfg. Co., Fort Atkinson, Wis.

The dual purpose feeder, shown at the top in the picture, can be used for baby chicks on up through the growing stage. The hopper is 48 inches long, 5½ inches wide, and holds about 13½ quarts of feed. Its slanting sides and turned-in top edges save feed.

The four-blade reel may be set at six different heights. This feature, together with the adjustable hopper height, makes the feeder grow with the flock.



The galvanized steel feeder, shown at bottom, is 48 inches long, 4 inches wide, and about 2 inches deep. It holds 6½ quarts and has the same swinging legs that can raise the hopper to 3½ inches above the floor, according to the manufacturer.

Shakespeare Presents New Spin-Wonderods . .

The Shakespeare Co., Kalamazoo, Mich., has added three new glass fiber spin-Wonderods to its 1952 line-up, providing a series of six spin-Wonderods that will range in retail price from \$13.50 to \$41.50.

Two of the new rods are six feet in length, and one, an ultra light rod, is being built in a one-piece style (No. 1264); the other in a two-piece (No. 1265) ferrule-jointed model. These will be permanently finished in Goldenrod and will have stainless steel spinning guides attached to the rod with green resinated nylon. A 10-inch rear cork grip with aluminum locking rings is used on both rods. Suggested retail for the one-piece Wonderod is \$13.50, while the two-piece will list at \$16.50.

The other new model is a 7-foot,

SENSATIONAL NEW TYPE PAINT BRUSH and ROLLER CLEANER

PROCESS 33

NOW Advertised
Every Month in
Leading National
Magazines

FAST — You can switch your brush to another color in a jiffy.

THOROUGH — Brushes and rollers stay soft and flexible — like new. Store dry, ready for instant use.

ECONOMICAL — Can be used over and over.

ORDER PROCESS 33 FROM YOUR
WHOLESALE TODAY

15,447,207
READERS EVERY MONTH



FREE!
GIVE-AWAY SAMPLES
WITH EVERY CASE



G. N. Coughlan Co.,
W. Orange, N. J.

Sanette

HAS ALWAYS BEEN OUR MOST
SATISFACTORY STEP ON CAN...
THE ONLY ONE WE HANDLE!



SOLD EXCLUSIVELY
THROUGH THE
INDEPENDENT
TRADE



12, 14, 16, 20 qt. SIZES
White Red Yellow
Order from your jobber

MASTER METAL PRODUCTS, Inc.
359 Chicago Street Buffalo 4, N. Y.

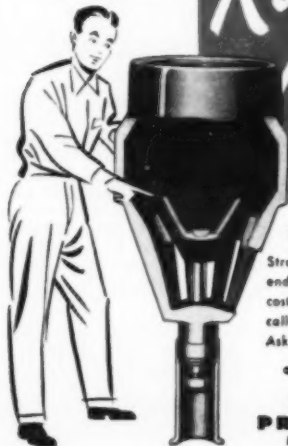
MODEL S-12
Hgt. 15", Dia. 10"

Strataflo

FOOT AND CHECK VALVES

with the
famous

Rubber Doppet



THEY CAN'T LEAK

Strataflo Foot and Check Valves
end leakage troubles, save their
cost many times over in service
calls. Ideal for jet type pumps.
Ask for Bulletin 203.

order from your jobber

STRATAFLO
PRODUCTS, INC.
FORT WAYNE 1, INDIANA



"With a PARKER COPING SAW,
I never have to wait"

WITH Parker Coping Saws on your counters,
there's plenty of truth in the caption above. You
don't have to wait to turn over your stock.

Your customers can choose a Parker or Trojan
Coping Saw from eleven price ranges and styles.
Each one "never has to wait" on your counter.



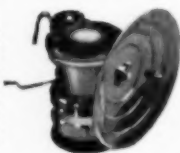
Buy the **Parker** Line

PARKER MANUFACTURING CO.
WORCESTER 1, MASS., U. S. A.
and ACKERMANN-STEFFAN DIVISION
Manufacturer of Famous Trojan Coping, Jig and Jewelers' Saw Blades

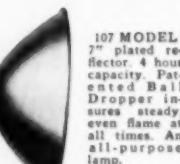


Display and promote Auto-Lite—the line of carbide Sportsman Lamps that sells on sight the year 'round. The first choice in the South since 1914, you will find it pays to feature dependable Auto-Lite products... "standard equipment" with the Southern Sportsman for more than 37 years.

115 MODEL
Furnished with 4" ribbed reflector. Burning capacity 4 hours. Rust-proof construction. Rubber Bumpergrip protects bottom. Strong wire brace.



107 MODEL
7" plated reflector. 4 hour capacity. Patented Ball Dropper insures steady, even flame at all times. An all-purpose lamp.



117 COMBINATION
Consists of 115 Model Auto-Lite Lamp with a sturdy brown cloth adjustable hat with metal attachment. A real special this year.



875 MODEL
Will burn 6 hours on one full charge of carbide and water. Furnished with 7" plated reflector and convenient folding handles. Ideal for camping.



Contact your jobber today or write us for an illustrated catalog and the name of your nearest wholesaler.

UNIVERSAL LAMP CO.
Springfield, Illinois

two-piece unit in the medium price range, designated to parallel the action of the top deluxe spinning Wonderod. It (No. 1285) has a sea green finish with resinated Nylon winds, stainless steel guides and supported tip top and nickled brass ferrules. The grip is 13-inch cork with 1-inch aluminum locking rings. It is priced to retail at \$22.50.

Shipments on all spin-Wonderods are being made to the trade now.

Nesco Introduces New Multi-Merchandiser . .

A new, revolving merchandise display unit has been introduced by Nesco, Inc., 201 N. Michigan Ave., Chicago, Ill., to display Nesco matched kitchenware. The new multi-merchandiser occupies only one-tenth the space usually required by decorated ware display, it was announced. The wire stand constitutes a complete self-selection sales center, packing 20 ft. of shelf display into two feet of floor space.



Regular purchase price of Nesco's merchandiser is \$15., and it is sold also in combination with various size orders of Nesco decorated kitchenware.

New Steel Hog Feeders Announced by Jamesway

Two Jamesway steel hog feeders with rotary action were announced by the James Mfg. Co., at the annual sales meetings held recently at Fort Atkinson, Wis.; Mount Joy, Penn., and Los Angeles, Cal. Both feeders

CLASSIFIED

FOR SALE—OKLAHOMA

Hardware and sporting goods store, town 200,000; approximate volume \$150,000; inventory approximately \$75,000. Uptown store, completely modern and attractive. Entrances on two streets. 8 year lease to go. low rent. Dun & Bradstreet rating B-1 1/2. Will sell stock and fixtures or will sell stock and rent fixtures. Consider trade for income property. Box 659, SOUTHERN HARDWARE, 806 Peachtree St., N.E., Atlanta 5, Georgia.

Wanted: Sales Representatives

Manufacturer of nationally known line of medicine cabinets wants representatives for States of California, West Virginia, Florida, Iowa and Kentucky. Liberal commissions. Ideal Cabinet Corp'n, 7722 Joy Road, Detroit 4, Mich.

are now available through Jamesway dealers.

Unique feature of the Jamesway feeders, built in six bushel and 15 bushel sizes, is the agitator inside the feed hopper that rakes down to the adjustable feed opening when the barrel is rotated by the hogs' rooting action.

The six bushel feeder accommodates 20 pigs, and the 15 bushel handles up to 50 pigs. Both are designed for creep feeding inside the hog house and for starting pigs.

The feeders are galvanized for resistance to weather and strengthened with double angle steel bracing. A toggle bolt that locks between bracings regulates the controlled feed opening into the cast iron trough base.

The six bushel feeder is 22 1/2 inches in diameter and 26 1/2 inches high. The large rotary is 30 inches in diameter and stands 45 inches high.

Scharf Introduces New Protractor Level. . .

The J. H. Scharf Manufacturing Co., Omaha, Neb., has begun production of a new level with a built-in protractor. Called the Protractor Level, the new unbreakable level is made of extruded magnesium and is one-third lighter than aluminum.

The level measures drop per foot, and a turn of the dial gives the angle or drop per foot needed. Also, it can be used to measure angles, such as



WASHERS

STANDARD AND SPECIAL SIZES

* EACH IS A MASTER PRODUCT

Whatever your Washer needs may be, we can fill them! For more than 25 years we have been faithfully serving the hardware trade.

Our Washers are *Master Products*. Flat, clean cut, hand sorted—no scrap, no slugs, no miscuts.

U. S. S. WASHERS • S. A. E. WASHERS
RIVETING BURRS • SQUARE WASHERS
EXPANSION PLUGS • MACHINERY BUSHINGS
AIRCRAFT WASHERS • DISCS
LIGHT STEEL WASHERS • COPPER WASHERS
BRASS WASHERS • ALUMINUM WASHERS
STAINLESS STEEL WASHERS • Etc.
and over 12,000 sets of tools for special washers

THE MASTER PRODUCTS CO.

6400 B. Road

Cleveland 5, Ohio

Woodruff LAWN SEED

Sells better . . .

--- because it grows better!

--- because it's adapted

FOR THE SOUTH



Southern Evergreen (for sunny areas)—
a superior mixture that provides a healthy,
rich lawn.

Southern Shady (for shady areas)—
Woodruff's best Southern mixture for use
where shade is heavy and growing conditions
poor.

Woodruff Seed for Better Lawns!

F. H. WOODRUFF & Sons, Inc.

Seed Growers Main Office, Milford, Conn.
Atlanta • Dallas

SELL THE STRINGER YOU'D BUY YOURSELF



String 'em

All chain, 45 inches
long, strong welded link,
cadmium plated . . . 8 fixed safety
snaps, center swivel for rotary action. A fisher-
man's favorite everywhere!

FRABILL MFG. CO. 938 W. Walnut St.
Milwaukee 5, Wis.

Make this a

PEERLESS

Year



with

PEERLESS

Super Value

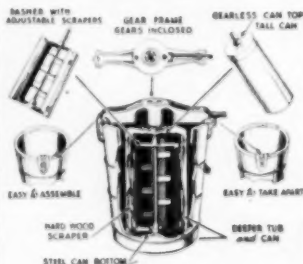
FREEZERS

Famous triple-action freezing for fast, easy operation and fine textured, delicious homemade ice cream. Quality constructed thruout. Totally enclosed, easy-running gears. Streamlined design. A durable freezer and a super value for stepping up your sales in '52. Write for complete information.

Household Sizes: 2 to 10 Qts.

Hotel Sizes: 12 to 20 Qts.

Features:



The PEERLESS FREEZER CO.

WINCHENDON, MASS.

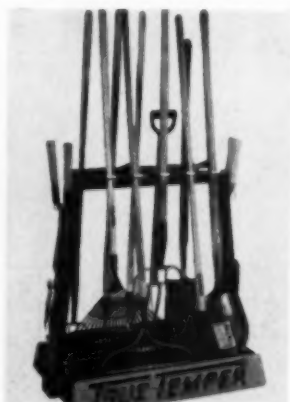
Ask Your Jobber

the angle of roof rafters or truss members, or to determine the correct angle needed before such members are erected. Provisions have been made also for quick setting of 1/4-inch per foot drop, valuable for plumbers and sheet metal workers.

The new level is available in seven sizes, from 24 to 72 inches, and the vial units are replaceable, should they be broken.

True Temper Introduces New Display Stand. . .

True Temper Corp., Cleveland 15, Ohio, has introduced a new island display stand that fits any interior display yet is easily movable on four large casters. Ruggedly constructed of steel plate, the stand is rigidly braced and bolted.



The unit holds 10 long-handle tools and provides hooks for hanging such tools as garden shears, with top shelf for displaying small tools, grass seeds, etc. All tools are displayed with heads down for greater safety.

The display stand, finished in green with bright yellow trim, is available from True Temper distributors.

Stanley Introduces New Carbide Tipped Blade . .

Stanley Tools, New Britain, Conn., has announced a new builders' and roofers' specialized tool, the No. 1995 carbide tipped blade, for use with the Stanley No. 199 knife, offering faster, cleaner score-cutting of mineral surfaced roofing and siding materials.

This new blade is said to approach diamond hardness for long-life cutting. Used singly in a trimming knife (Stanley No. 199), the carbide tipped blade scores mineral surfaced roofing and siding, asbestos cement flat

sheets and shingles, corrugated asbestos cement roofing and siding, and other abrasive composition siding and roofing materials.

When combined in the same knife handle with a trimming knife heavy-duty blade (No. 1992), two-blade action is provided. First, the carbide tipped blade scores the mineral surface on roofing and insulating siding; then by turning the knife over, the regular heavy-duty blade cuts through the remainder of the material under the mineral surface. The carbide tipped blade stays sharp. It is individually packed in a plastic envelope with instructions.

New Easy-Service Carton For Puritan Sash Cord. .

A cafeteria-style, octagon-shaped carton now houses Puritan sash cord, product of Puritan Cordage Mills, Inc., Louisville, Ky. The same carton is used for Southgate, Kendale and Regal sash cord in sizes 6, 7 and 8. The only difference is an identifying sticker affixed to the carton. A 12-inch measuring mark is printed on top of the carton to facilitate small sales.



Sash cord is coiled in the new Puritan carton in position for easy pull-out and stays clean until used. It vents best when set flat, but may be set on a side on the shelf, if desired, it was pointed out.

K-D Introduces New Pocketsize Nailpuller

K-D Manufacturing Co., 526 N. Plum St., Lancaster, Pa., has introduced a new pocketsize nailpuller, K-D No. 90, that pulls up to tenpenny nails.

Only 12 inches long, the nailpuller is small enough to carry in a pocket, and can reach hard-to-get-at places where a conventional puller or pry bar is too awkward to manage, it was announced. Counter acting jaws and upright member are made from tough tool steel,

FITLER

SERVES THE SOUTH

A ROPE FOR EVERY NEED

"WATERPROOFED"



- Manila Rope
- Sisal Rope
- Lariat Rope
- Fishing Rope
- Transmission Rope

For 148 years the South has been a consistent user of FITLER ROPE. Look for the Blue and Yellow Registered trade mark on the outside of 5/8" diameter and larger sizes and on the inside of all smaller sizes of Fitler Brand Pure Manila Rope.

THE EDWIN H. FITLER CO.
Philadelphia 24, Pa.



The famous WRIGHT rooster trademark means repeat sales from experienced users. This colorful rooster trademark gives your hexagonal netting stock attractive display.

Southern Representatives:
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Box 176 Avondale Estates, Ga.
LAWRENCE J. BALDWIN & SON
306 Carondelet Bldg. New Orleans 12, La.

G.F. WRIGHT STEEL & WIRE CO.

WORCESTER • MASSACHUSETTS



EAGLE'S Complete Line of OILERS



Put these colorful, sales-making Eagle display cartons to work on your store counters . . . they build steady, profitable business.

There are Eagle Oil-ers of every type for every use — House-hold, Harvester, Hydraulic Pump, Copperite and the modern, all-purpose pistol-grip pump oil-ers—#33 and #66.

Display the quality Eagle Oilers and see how fast they sell right out of their attractive cartons. Only Eagle has the Complete Line.



Order from your Jobber

EAGLE

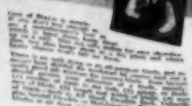
MANUFACTURING COMPANY

Wellsburg, W. Virginia



EASIER SALES

CASE OF
HACK SAW BLADES



the
Victor
way

Give your customers better results by selling them VICTOR hand and power hacksaw blades and flexible-back band saws. You'll get better sales results, because those customers will come back for more.

They'll appreciate, too, having copies of the timely, authoritative VICTOR Metal-cutting Booklet. Be sure you have a supply on hand. We're making sure, with consistent advertising, that your customers know about them.

Sold only through recognized distributors

VICTOR

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SAW WORKS, INC. • Middletown, N.Y., U.S.A.
Makers of Hand and Power Hack Saw Blades,
Frames and Metal Cutting Band Saw Blades



tempered to take hard service. The gripping edges of the jaws are flat to avoid clipping a nail, yet powerful enough to pull nails with or without heads.

A bushing on the center rivet provides strength and free action. The handle and rocker are plated in bright, rust-proof finish.

With a net weight of 11 ounces, the No. 90 nailpuller lists at \$1.59.

New Magi-Braid Fly Line Retains Even Surface. . .

The new Magi-Braid fly line, recently introduced by Western Fishing Line Co., Glendale 4, Calif., is finding wide acceptance among experts, according to Dave Lippey, president.

Magi-Braid fly lines have no coating, so that the outside of the line does not crack, chip, peel or become gummy. Tapers are woven in, yet the exterior of the line presents a uniform, even surface.

The line is said to shoot farther, to handle better, and to last longer; and the company backs these claims with a money-back guarantee. Made by a new process which braids nylon monofilament, yielding unusual flexibility and wear resistance, the line is available in single tapers, double tapers and levels in all standard weights.

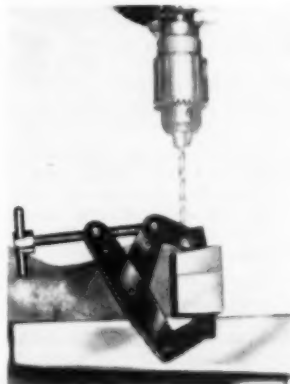


Packed with the line is Magi-Braid's new float compound. The special construction of the line permits the compound to enter the pores, and it is then protected from being rubbed off by the guides, permitting the line to float longer without re-dressing.

New Centinela Clamp for Work-Holding Jobs. . . .

A newly-perfected principle in clamping, which is said to change all conventional work-holding methods, has been introduced by the Centinela Industrial Supply Co., 11930 Inglewood Ave., Hawthorne, Cal.

Trade-named the Saxton Clamp, the new unit is case hardened and combines the best features and strength of a drop forged C clamp and a tool-maker's parallel clamp, it was announced. A torque converting ball-bearing trunion eliminates distorting, twisting action and absorbs vibration.



The jaws of the Saxton Clamp can be quickly opened and its lightweight makes it ideally suited for women. An added feature is the three different gripping faces which are built into the clamp to accommodate all types of holding jobs.

The new unit is available in five different sizes: 1½, 3, 6, 9, and 12 inches. Further information is available from the manufacturer.

Walco Products Offers Get-Acquainted Special .

Walco Products, 2300 West 49th St., Chicago 9, Ill., is offering a new Get-Acquainted Special in the form of a sturdy display rack, valued at \$12.50, plus one each of the following Walco glass rods: Goldcaster casting rods, DG-104, lists at \$12.95; DeLuxe, Cork and Tenite Glasscaster, DLC-103, lists at \$11.95; Pistol-Grip Glasscaster, GL-101, lists at \$10.95; DeLuxe Tenite Glasscaster DLP-102, lists at \$9.95; Glasscaster, HYC-101, lists at \$8.95; Hydro Glasscaster, Hy-100, lists at \$7.95; Spincaster glass spinning rod, SP-106, lists at \$13.95; Flycaster glass fly rod, FL-106, lists at \$19.95; heavy glass boat rod (a substitute available where item is not carried in stock), SW-

MERSHON

"SURE GRIP" SHELL PACKS

The one and only waxed rubber belt shell pack for carrying rifle and pistol shells with no danger of loss. Shells are instantly available—protected from nicks and scratches. Packs fit any belt up to 2" wide. List Price ea. \$1.95.



VARMINTER

For 210 Bee, 22 Hornet and all shells from 22 to 25 caliber except 22 short, long and long rifle.

STANDARD

For all shells from 25 to 30 caliber.

SPECIAL

For 38 pistol or short cartridges from 35 to 41 caliber.

LARGE

For 300 Magnum, 348 Winchester, 35 Remington and similar types.



Mershon Company guaranteed shooting necessities are sold through recognized jobbers only. See your jobber or write for literature. Represented in the South by CHARLES HUNTER, 198 Picardy Place, Memphis, Tenn.



MERSHON CO. INC.
EXCLUSIVE MFG'RS OF "WHITE LINE" PRODUCTS SINCE 1935
GLENDALE, CALIFORNIA •

GOLD MEDAL PRODUCTS

by

GEO. H. MAUS, INC.

Amsterdam, New York

Cane Poles, Sectional Poles, Nets, Swivels, Calcutta Poles, Cane Peel Furniture, Bamboo Blinds and Cocoa Mats and Matting. Completely guaranteed quality over fifty years leading the field. Write for particulars.

Scharf
Magnelite
LEVELS

The ONLY Magnesium Level on the Market!



1/3

LIGHTER
than ALUMINUM

- Profitable, Fast Selling, Nationally Advertised
- Available in 10 Sizes from 12 to 72 in.
- Beautifully Designed, Accurate, Dependable
- Replaceable Vial

J. H. SCHARF MFG. CO., OMAHA, NEBB.

Rule Quality at its Best EAGLE FOLDING RULES



SELL THEMSELVES

Eagle Rules are precision made for precise measurement and long life. Produced by specialists who make only better wood folding rules, using precise automatic equipment designed and developed by Eagle Rule. Preferred by particular craftsmen, Eagle Rules have eye appeal and buy appeal for every purse and purpose. Write for complete catalog.

• ROYAL EAGLE *A Jewel of a Rule*

- ALL AMERICAN • COLUMBIA • ARROW
- EXTENSION RULES
- ENGINEERS' RULES
- FOURFOLD RULES
- RULES with YOUR IMPRINT for ADVERTISING PURPOSES

• ONLY EAGLE RULES HAVE RIVETED STRIKE-PLATE JOINTS •
EAGLE RULE MFG. CORP. NEW YORK 59, N.Y.

BEST RAKE NEWS IN YEARS!

FLAT WIRE BROOM RAKE

with one-piece
interlocking
construction



Customers take one look at the vastly improved construction of this broom rake and buy it! You can sell it with complete assurance that it will give the customer useful service for the life of the steel.



The frame is of one piece and will always retain its shape. The tines made of high carbon, tempered cold rolled flat wire with rounded edges, 5/16" x 27", interlock into the 18-gauge steel neck. The cover plate is permanently secured to the frame by both horizontal and vertical tabs. The semi-circular depression in the plate positively traps the tines — they can never become loose. This same plate extends into the body of the ferrule, adding materially to the strength.

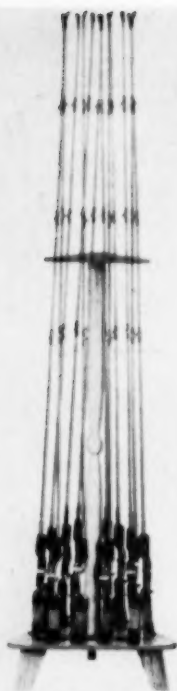
The Handle is No. 1 hardwood, clear lacquer finish, 42" long, packed 6 to bundle. Heads packed 6 to re-shipping carton. Combined shipping weight, 23 lbs. per dozen.

Wire Products
2715 North 24th St.

**RUGGED
ROBERT**
BRAND

Company
Birmingham, Ala.

Member, American Hardware Manufacturers Association

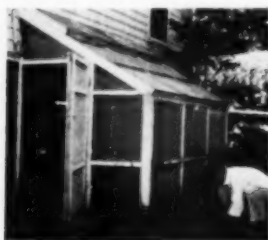


105, lists at \$16.95; Stubcaster casting rod, S-101, lists at \$5.95

These represent a \$132. value at list, it was announced, but the complete package-display rack and rods cost the retailer \$58.78, the manufacturer announced.

Plastic Glazing for Small Greenhouses.

The economy of construction possible with plastic glazing has enabled home-owners and farmers to build their own greenhouses and lean-tos, according to Arvey Corp., Chicago, Ill.



R-V-Lite and Vimlite all-purpose window materials are easily cut with ordinary scissors and nailed down with wood strips. A 50-foot roll of 36" R-V-Lite is sufficient for the lean-to greenhouse shown, approximately 9 feet wide, 5 feet deep, and 9 feet high, with ventilating roof sections hinged to the ridge pole. Two yards of 36" R-V-Lite will make the two panels of the standard seed frame illustrated.

Both R-V-Lite and the translucent types of Vimlite transmit the ultra violet rays of sunshine, and let in the sun's radiant heat, by their inherent insulating quality.

The two products are shatterproof, flexible and easy to handle. They keep out cold and heavy rains and withstand careless handling and abuse, it was announced.

Additional information is available

from Arvey Corp., 3462 N. Kimball Ave., Chicago 18, Ill.

New Kindie-Kwik for Quick Fire-Starting.

Kindie-Kwik, a new product designed to eliminate wood shavings or splinters in starting a fireplace fire, has been introduced by Kindie-Kwik Co., Chicago, Ill. The cellophane bag will burn for 30 to 40 minutes, igniting logs almost immediately. It also is recommended for barbecue pit or camp fires, as well as a safety flare on the highway.

Kindie-Kwik offers no danger of explosion or spontaneous combustion. Priced to list at \$1.50 per display carton of 12 cellophane packaged units, the new product is packaged six cartons per shipping case, weight 17 lbs.



MARSHALLTOWN TROWELS

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



NEW COLUMBIANA "ALL-IRON" PITCHER SPOUT PUMP



Fig. 19, No. 2

Here are some of the outstanding features that make Columbiana the preferred name in hand pumps for the entire world:

- ★NON-D RIP SPOUT
- ★ADJUSTABLE REVOLVING BEARER
- ★ANTI-FREEZE ACTION
- ★CUTAWAY BASE permits placing bucket directly under spout

Designed for wells and cisterns up to 25 feet deep. This low-price, high-quality 20-pound pump is 18 1/2" high, has a 3" polished cylinder diameter and a 1 1/2" suction connection for standard pipe tap. Finished in handsome green enamel. Write today for complete information.

Established 1888

Columbiana PUMP COMPANY

COLUMBIANA, OHIO, U. S. A.

UKELELES, GUITARS, VIOLINS and other string instruments

Make extra profits by handling these additional lines.

CONTINENTAL MUSIC

DIVISION OF C. G. CONN, LTD.

146 Marietta St., N. W.

Atlanta 3, Ga.

Southern FARM EQUIPMENT

APRIL, 1952

Section of SOUTHERN HARDWARE

806 Peachtree St., N.E.
Atlanta 5, Ga.

TRUE ACCURATE
BOLT HOLES

ANOTHER REASON

BUILT PRODUCTS

Work Better - Last Longer

Our unique method of punching and countersinking in a SINGLE hot operation means better, tighter fit on the bolt between tool and standard.

Made of Special Analysis
Super Tough, High Carbon Steel

SOLD UNDER
THESE FAMOUS
TRADE MARKED BRANDS

"EMPIRE"

Trade Mark

RED



CHIEF

Trade Mark

"PLOW MASTER"

Trade Mark

For greater service, longer life, more acres of work than ever before — specify tillage tools made by "EMPIRE" . . . the best in the field for 112 years.

"SELL THE LINE WITH READY TRADE ACCEPTANCE"

1840

THE EMPIRE PLOW COMPANY

"In Our Second Century Of Progress"

CLEVELAND 27, OHIO

1952

WE KNOW WINDOW MATERIALS!



When we started testing Window Materials over a quarter century ago, we had only our own to test. Now we have dozens to test—most of them cheaply made and unbranded competitive imitations—made to look like "Warp's".

Here's my wife beside samples we're testing on our porch. We know what happens to them and you can see here for yourself, so when you select a Window Material make sure it has the name "Warp's" Branded on the Edge. Then you'll know it's the genuine.

Harold Warp



RESULTS OF ONE YEAR EXPOSURE TEST

PRODUCT
Good as New

Competitor's Imitation
Gone to Pieces

Competitor's Imitation
Gone to Pieces

PRODUCT
Good as New

**TOP
QUALITY**

Warp's WINDOW MATERIALS



CHEAPER THAN GLASS
For Storm Doors, Windows and
Porch Enclosures



BETTER THAN GLASS
For Poultry, Hog-House, Hot Beds
and Barn Windows

**Warp's
FLEX-O-GLASS**

**Warp's
WYR-O-GLASS**

**Warp's
GLASS-O-NET**

**Warp's
PLASTIGLASS**

**Warp's
SCREEN-GLASS**

Company owners here close out a sale for a new tractor with a leading farmer whom they had previously contacted in the field. By contacting a key farmer in each community firm sold 56 new tractors in its first 14 months in business

By Ross Holman

To promote new equipment they

SELL A KEY FARMER

... in each community

TO INCREASE SALES of new equipment, first sell a key farmer in each community, then use these first buyers as a "base" upon which to expand sales throughout the trade territory.

That is the method by which Roy Rowlette and Wendell Porterfield, farm equipment dealers in Murfreesboro, Tenn., took on a new line of equipment, never before sold in the section, and successfully established their line despite the heaviest of competition.



Roy Rowlette maintains close contact with customers. Here he talks with farmer who has need for immediate service

Setting themselves up as the Murfreesboro Implement Co., these dealers, in the first 14 months, sold 56 new tractors, about 40 trade-ins, plus a variety of attachments for the new units.

In order to establish their equipment in the face of competition from seven previously-established lines, these dealers had to have a carefully devised plan.

"Our strategy," Rowlette explained, "was first to try to sell a tractor to one well-known farmer in each community. This would give us a number of satisfied users scattered among future prospects in our territory. The first buyer in each community would serve as both a demonstrator and a booster in helping us close other sales in his neighborhood."

Rowlette told of how he located and sold the farmers who he knew would be of the most help in expanding his line in their respective communities.

There was one farmer, for example, who did a large amount of custom work for neighboring farmers. Upon learning that this prospect was about ready for a new tractor, these dealers recognized the value of having this

farmer own a tractor of their line. Porterfield, before becoming a dealer, had done much custom work in the county. He had used and traded many makes of tractors before buying a tractor of the line he now sells. Having worked all over the county with his machines, Porterfield was recognized as an able mechanic and a reliable authority on tractors. This helped him sell this particular farmer.

After closing the deal, the custom work the buyer did for his neighbors served as an excellent means for demonstration, and a number of additional sales resulted.

In another community was a wealthy farmer who used a large amount of machinery, but who selected his purchases carefully with an eye to economy and efficiency of operation. Though difficult to sell, these dealers knew that this farmer's purchase of one of their tractors would be the best possible recommendation. After much discussion of the trade-in value of one of the customer's old units, the deal was closed. Later, this farmer bought a tractor plow, cultivator, mower, manure spread-

(Continued on page 174)



Promoting Power Mowers

... for those extra profits

SELL THE FARMER all the equipment that you can for his fields, but don't forget his front yard.

That is the advice of F. A. Bennett, manager of Wade Hardware Company, farm equipment dealers in Clarksdale, Mississippi.

"Most farmers have extensive lawns in front of their homes," Bennett explained, "and today most of them want to keep their lawns as attractive as possible. Cutting these lawns with a hand mower would require more time than the average farmer can spare, and he can't afford to detail one of his hands for this work—especially in view of the shortage of farm labor. His best solution to this problem is a power mower, and we have been able to earn substantial sideline profits by furnishing farmers in this area with the type of power mowers they need."

This 34-year-old firm sells an average of 75 power mowers yearly to farmers, as well as conventional hand-propelled mowers, according to Bennett. The hand mowers are purchased by farmers with relatively small yards and a few feel that the purchase of a power mower will impose too great a strain on their purses.

While the company sells three models of mowers, 18, 21, and 24 inch blade, Bennett finds that "the 21-inch mower outsells the other two models by a fairly wide margin, because the 18-inch model requires a bit too much time to cover a large lawn, and the 24-inch size is too large and costly for most of the rural customers in this particular area."

Aside from being an important source of extra profits for the store, power mowers help build sales in other departments by attracting residents who would not ordinarily visit the company, which is located on a not-too-well-traveled side street at the eastern fringe of the Clarksdale business area.



Salesman Ruben Nelson explains to a customer the proper methods of operating, servicing and adjusting a power mower

"We promote power mowers thoroughly through periodic newspaper advertising and by means of three and four-color envelope stuffers which we mail out with monthly statements two or three times a year," Bennett said. "The newspaper advertising often attracts farmers who eventually return and buy a tractor or some other piece of farm equipment from us. We feel, therefore, that power mowers can be credited, indirectly, with many of these sales."

Power mowers are sold on credit to regular customers, but payments must be completed within 30 days.

"Otherwise," Bennett said, "we might find that we had merely

loaned out some of our mowers during the summer. Since power mowers receive their heaviest use during the summer there are always some customers who might decide to buy a mower on credit in the spring, then allow us to repossess the machine in the fall.

"We do not give any warranty on the continued performance of the mowers, but we do guarantee the machines against defective material," Bennett said.

This guarantee is taken very seriously, each mower undergoing a thorough inspection of all moving parts as well as an actual test cutting before being turned over to the customer. The customer usually is invited to watch the inspection

(Continued on page 176)

2 field reports about an IH product
that helps maintain International Harvester leadership

McCormick *Plow Chief* bottoms with REPLACEABLE Spearhead points outlast conventional shares 3 to 1



FROM PAUL FRYE,
DONOVAN, ILLINOIS

"I made the Spearhead point test last year in 40 acres of hard plowing. I plowed clover sod 7 inches deep in heavy black loam. The ground was so hard and dry that all my neighbors had given up plowing. I know that if I'd used conventional shares, I would have had to replace at least three sets, to one of Spearhead points."—Paul Frye.



"They sure can take it in hard plowing," Paul Frye (left) tells Walter J. Buege of Sheldon Implement Co., IH dealership at Sheldon, Ill., as they check wear on Spearhead points.



FROM GEORGE D. WILLIAMS,
BROOK, INDIANA

"Last fall I plowed 30 acres of hard ground—silt loam and gumbo—with Spearhead points on my McCormick Plow Chief bottoms. Twenty acres were in alfalfa and clover, and 10 were in sweet corn ground. I compared the wear on Spearhead points with conventional shares. Based on actual field test comparison, I know that Spearhead points outwear and outlast conventional shares three to one."—George D. Williams.

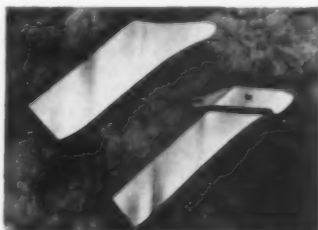


"No more share sharpening for me," George D. Williams (left) tells Milton Storey of Baird and Storey Implement Co., Morocco, Ind., as they check performance of Spearhead points.

Development of the Plow Chief bottom with exclusive replaceable Spearhead point and matching share blade is the answer to a need for low cost plow shares to eliminate share sharpening. Ten years of development and testing by International Harvester engineers provided this answer... proof that research pays dividends in better IH products for the American farmer.



PROOF of superior performance of Plow Chief bottoms and Spearhead points is in the quality of the plowing job—quick penetration; fast, clean plowing; level, even-depth furrows; good trash coverage.



PROOF of longer wear: although the points on both the conventional share (top) and Spearhead point (bottom) wore down approximately the same, the Spearhead point plowed three times as many acres, in similar soil.



INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors... Motor Trucks... Crawler Tractors and Power Units... Refrigerators and Freezers—General Office, Chicago 1, Illinois.

To gain the most from the cost of applying additional water, the irrigation program must be coupled with good agronomic practices. Irrigation should be used on the best land available and with a crop of sufficient value to make it pay. It is no substitute for good soil management. Sprinkler irrigation is the most commonly used method of irrigation in the Southeast



Helping farmers select a proper

IRRIGATION SYSTEM



Mr. Kummer

By F. A. Kummer, Head
Department of Agricultural Engineering
Alabama Polytechnic Institute
Auburn, Ala.

THERE HAS BEEN a steadily increasing interest in supplemental irrigation among farmers in the Southeast. Supplemental irrigation as practiced in the Southeast is just what the name implies. It supplements the natural rainfall during periods of moisture deficiency.

Rainfall records at Auburn, Ala., show that over a 50-year period there were 92 four-week periods with less than one inch of rainfall and 183 three-week periods with less than one inch rainfall. In 1948, a nearly normal year with respect to rainfall (56 inches), there were 9 fifteen-day periods with less than one-half inch of rainfall. It is obvious, therefore, that even in

a normal year, there will be periods of 2 to 3 weeks duration when crops are deficient in moisture.

To date, the greatest interest in supplemental irrigation has been shown by growers of highly specialized crops, such as truck crops, nursery stock, and pastures for dairy production. In a few instances, irrigation is used for field crops and pastures for beef cattle.

The first question usually asked in considering the possibilities of an irrigation system is its cost. Certainly, the first cost is high. The first cost of portable sprinkler systems in this area has varied from \$50 to \$100 per acre, depending upon the distance of the water source from the field to be irrigated. Other factors entering into first cost are, the shape of the field, the elevation with respect to the water supply, the type of power used, and the design variations among systems. The cost of irrigation, which includes operation cost, labor, and depreciation on equipment, ranges from \$1.50 to \$2.75 per acre-inch of water applied. The Dairy Department at Auburn reports a cost of \$1.50 to

\$1.60 per acre-inch with pasture irrigation. Obviously, therefore, the cost of irrigation must be compared with possible returns before it can be labeled prohibitive or profitable. In general, the higher the value of the crop to be irrigated, the higher will be the returns.

On the Agricultural Engineering Farm at Auburn in 1950, corn with irrigation produced 101 bushels while unirrigated corn produced 51 bushels—irrigation being the only variable. In a cooperative experiment between the Department of Agronomy and the B.P.I.S.A.E. at the Tallahassee Plant Breeding Unit, Tallahassee, Ala., the protein production of corn was increased 30 percent by irrigation. The Mississippi Agricultural Experiment Station reports an increase of 20 bushels and the South Carolina Experiment Station an increase of 30 bushels of corn per acre through irrigation.

The Tennessee Experiment Station reports an income above cost of \$203.09 per acre for irrigated pastures as compared with \$141.79 per acre without irrigation. This is

NEW Adjustable Front Axle
Plus Short Wheel Base

NOW YOU CAN

**Cultivate
Up Front**



MODEL "VAC"
WITH
ADJUSTABLE
FRONT AXLE

or Behind if You Like



MODEL "VAC"
WITH
REGULAR
FRONT END



All the advantages of a 4-wheel tractor . . . all the close-coupled compactness of short wheel base . . . all the adaptability of adjustable front wheel tread . . . plus easy steering, look-ahead cultivation with front-mounted cultivator! You get them ALL with the new adjustable front axle on the Case "VAC" Tractor—and all at only a trifle extra cost.

Economy Tool Bar latches onto Eagle Hitch in one minute, makes a fine rear-mounted cultivator. Takes sweeps, teeth, shovels, spaced as you like to suit wide variety of crops. Also takes planting units. Eagle Hitch comes on all "VA" Series Tractors, hooks up most implements in a minute—and usually you stay right on tractor seat. Full line of Latch-On Implements includes exclusive Case Break-Away Plow that unhitches when it hits stump or stone.

This is the story that Case dealers . . . and only Case dealers . . . can tell. This is news that Case advertising in the farm papers is giving to millions of farmers. It's news that challenges proof—and it invites proof by personal demonstration. It's news of a development that makes the Case "VAC" the answer to just about anything that any farmer can ask of a low-cost tractor. It's choice of cultivation up front or behind . . . dual or single front wheels or adjustable axle . . . mounted or trailing tillage implements. Either way . . . with new adjustable axle or tricycle front end . . . the Case "VAC" is the tractor that hustles the field work, helps with the chores, handles 100 jobs. With exclusive one-minute Eagle Hitch and all the mounted implements it makes practically every farmer a prospect for the Case dealer. J. I. Case Co., Racine, Wis.





In selecting an irrigation system first consideration must be given to the available water supply. The three major sources of irrigation water are flowing streams, ponds and underground water

a net increase after deducting all costs of \$61.30 per acre. It costs \$20.32 per acre to apply 13 inches of water including operation, interest, and depreciation. The Dairy Department at Auburn obtained 40 percent more grazing days for dairy heifers on irrigated fescue and alfalfa than on unirrigated fescue and alfalfa.

According to the best information available at this time, it appears that in the Southeast one-half acre per cow of irrigated good pasture is sufficient to carry the operator through the most critical periods. That, of course, is assuming that he has sufficient improved grazing acreage to supply his normal demands when rainfall is adequate.

To gain the most from the cost of applying additional water, the program must be coupled with good agronomic practices. Irrigation should be used on the best land available and with a crop of sufficient value to make it pay. It is no substitute for good soil management. Usually, fertilizer applications must be increased so that more plant food can be utilized when water is no longer the limiting factor.

A number of logical steps must be followed before an irrigation system can be designed:

The first consideration is the available water supply. There have been instances where farmers have purchased systems and then found that they did not have enough water during dry seasons to cover the acreage for which they bought the equipment. The three major sources of irrigation water are flowing streams, ponds, and underground water.

Small streams seem to offer the best possibilities, if they have adequate flow during the dry season. They are usually readily accessible to the good pasture land and the stream banks, in most cases, are not too high, so that the cost of lifting the water from the stream is negligible. It is important, however, to measure the flow of small streams in the driest periods when the water is needed most for irrigation.

Large streams or rivers usually have plenty of water but often present serious problems. High banks mean high pumping heads and high pumping costs. Frequent fluctuations in the stream level necessitate quick removal of the pumps when the water rises. In such cases, the pump should be mounted on a floating platform (barge) or access roads must be provided to the pumping site.

Ponds are excellent sources of water for irrigation if the watershed, the size, and the depth are sufficient to furnish irrigation water after evaporation and seepage losses. Under favorable conditions, some ponds have been found to yield sufficient water to irrigate three acres for each surface acre of the pond.

Underground water (wells) can be used with confidence only in the Lower Coastal Plain. Wells in most other sections of the state usually do not yield enough water for irrigating appreciable acreages. Exceptions to this may be underground streams occurring in the Limestone Valleys. In general, it is safer to depend on streams and surface reservoirs for irrigation water in areas other than the Lower Coastal Plain.

What are some of the factors which must precede the purchase of irrigation equipment?

First, the soil must be considered. The soil factors which are important to irrigation design are: Infiltration rate, permeability, and available water holding capacity. These terms simply mean that we must know (1) the rate at which water enters the soil, (2) how fast each layer of soil will let the water through the profile, and (3) how much water can be stored in the root zone for use by the plant.

Why is the infiltration rate important?

It tells us how fast we can apply the water to the land. For example, some soils in Alabama have an infiltration rate as low as 0.2 inches per hour while others will take water at a rate of four inches or more per hour. Obviously then, applying irrigation water at a rate faster than it can enter the soil, will cause runoff. This means erosion and wasted water and energy for pumping.

Permeability or percolation is important because it tells us how fast each soil layer will let water through and thereby permit it to move to depths below the root zone where it is no longer available to the plant. These two factors, the rate of infiltration and the rate of percolation, will affect the design of the irrigation system, the size of sprinklers required, and the length of the irrigation period to insure adequate penetration.

After that, it must be determined how much water can be stored in the effective root zone of the profile for use by the plant. This is called the available water-holding capacity and is used to determine the frequency of irrigation or the shortest period between applications.

Other factors are topography to determine the slope of the land for locating laterals and main lines, elevation changes for controlling sprinkler discharge variations, and maximum differences in elevation between the highest and lowest points for computing the horsepower requirements of the pumping unit.

The most practical and economical source of power for pumping should also be determined. When electric power is used, location of the nearest transformer, phase, voltage, and maximum permissible load are important.

For pumping units using in-

(Continued on page 178)

Let's talk "Nuts and Bolts"

Small talk, some may say. But they'd be wrong.

For to us in industry, to talk "nuts and bolts" is to discuss the basic design and construction of a product. And we do a lot of that at John Deere.

But even though it were taken literally, it still wouldn't be small talk—not to us, anyway. Because anything and everything that goes into John Deere equipment is an important subject around here. That, of course, grows out of the well-known John Deere policy of building Quality into everything that bears the name.

Naturally, maintaining such a policy calls for a lot more than talk. That is why a corps of skilled specialists who are also practiced skeptics—men who know metals and all their characteristics and who are willing to take nothing for granted—check constantly to make sure that every part measures up to the high standard of serviceability farmers have come to expect of John Deere equipment. They apply test after test at every stage of manufacturing, from that of raw material to that of finished product.

Then, and only then, does a piece of equipment merit the final stamp of approval—the insignia which everywhere symbolizes Quality in its strictest sense—the trademark of John Deere.



JOHN DEERE • MOLINE • ILLINOIS



Wanted: SALESMEN!

***By L. M. Sweeney**
Vice President, Sales
The Massey-Harris Co.

THE PAST TEN years have dealt a sickening blow to the art of salesmanship. Salesmanship today has been referred to as a stagnant art, and much as a salesman would hate to admit it, there are few today who could claim salesmanship of a calibre comparable to the pre-war era.

Few indeed are the young men who have entered the sales field in the past ten years who have any concept of what it takes to sell. They have never seen the day when a farmer held tightly to a dollar—when you started cold with a prospect, overcame his objections, created a desire for ownership, and finally convinced him that his precious dollar should be invested in farm machinery.

No, there have been too many surplus dollars waiting to buy, and the easy selling that goes with surplus dollars has robbed us of many salesmen worthy of the name.

The Challenge Year

1952 will present the challenge. Perhaps we can get by in 1952 without a return to hard-hitting salesmanship, but to my way of thinking, 1952 will neither be a banner year nor a profitable one for the dealer who does not recognize that now is the time to sell.

If you could spare a day or two calling on farmers and dealers, as I do, we would gamble that you would come up with the same con-

clusion that we did. The world is hungry for salesmen, not only hungry, but ready to respond with a rich harvest of orders!

The door is wide open to the dealer who realizes "You've got to make calls if you want to get results."

What this industry needs more than ever is salesmen. Salesmen who would rather ride a tractor, lend a helping hand with the milking, or talk with prospects across the fence row rather than wait for prospects to come to them. Salesmen who show a genuine interest in the customer's problems, and suggest machinery that will do the job better and cheaper. Salesmen who have enthusiasm for their product, and can make a man want that product so much that he isn't willing to compromise on any other, regardless of price. Above all, we need salesmen who know that there's only one way to get the business in the long run and that is to spend 100% of their time on calls, calls, calls.

Do we need to be good salesmen in 1952? If you believe all of the newspapers, newsletters, market reports, etc. . . some of the reports would make you believe that America's farmers just don't have enough pockets to hold all the cash in their possession.

But somehow, the reports fail to tell the full story. Sure, the farmers' cash receipts are up, but little, if any, attention is given to the other side of the picture. Cost of farm production, taxes and farm labor are at an all-time high. Many of the items that the farmer must buy to carry on his oper-

ations have sky-rocketed, and, after all, the only thing that counts is what the farmer has left after paying his operating costs.

Easy sales are made when the farmer has a surplus of cash that he can readily use for farm machinery purchases, but many items besides farm machinery are clamoring for the surplus cash that is supposed to exist in the hands of our farmer customers. Who is going to get this business? The answer, to my way of thinking, is the salesman.

First Claim

Of all the retailers in your town, you rightfully should have first claim on the farmers' surplus dollars. Until the farmer is mechanized to the fullest possible extent, farm machinery should be his first consideration.

I know it won't always work that way, and automobiles and home freezers and furniture, will, in many cases, have prior claim over farm machinery. But isn't that a reflection on our ability to sell our product? Would farmers convince us that they have all the machinery they need if we were on our toes? No Sir! As long as there is a farm machine that will do the job more cheaply and efficiently, no farm has all of the equipment it needs.

Certainly today, farm machinery is a better buy than ever. The last figures which we have seen would indicate that farm machinery prices have risen less than 70% since 1939. You are all familiar

(Continued on page 181)

*Excerpts from a talk given by Mr. Sweeney before the annual convention of the Tri-State Hardware and Implement Association.

Let *Super Six* LOADERS AND ATTACHMENTS

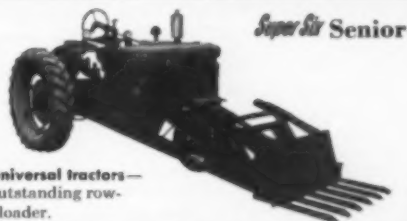
Hoist your profits! *Super Six* Atlas



Smallest model in the Super Six line, the Atlas eliminates the PTO and front mounted pumps on Ford, Ferguson, John Deere M and MT, Case VAC, International C and Super C tractors . . . an elimination that can save farmers as much as \$100! The Atlas attaches to 1 and 2-plow Standard and Universal tractors. Your customers will like the built-in stabilizers to balance off-center loads . . . the clear-vision feature . . . 5-minute mounting and dismounting with only four pull-pins. Its lifting height is 10 ft. to bottom of fork, maximum capacity 1100 lbs., weight 400 lbs. less attachments.

You know the importance of "brand" in the tractor you're handling. So it is with loaders. Super Six has a well established reputation for quality with farmers . . . with the implement trade . . . and with tractor manufacturers. Easy on tractors, Super Six loaders have built-in stabilizers to balance off-center loads. They're powered by most single and double-acting hydraulic systems or power take-off pumps, and adaptable to six labor-saving attachments. Adjustments and repairs are infrequent. You just sell a Super Six and forget about it. Best of all, your Super Six account can be an important source of profits for you.

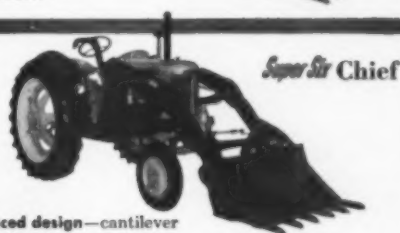
Get Full Specifications . . . ask for the New Super Six Bulletin



Super Six Senior
For universal tractors—
the outstanding row-
crop loader.



Super Six Master
The rugged loader for heavy
duty standard tread and
universal tractors.



Super Six Chief
Advanced design—cantilever
frame—for large standard
tread and universal tractors.

Super Six MANUFACTURING INC.

MINNEAPOLIS 12
MINNESOTA



Meyer Introduces New Hay Conditioner Models

MEYER MFG. Co., Morton, Ill., announces the new 1952 models of the Meyer Hay Conditioner, the machine which makes it possible to put up hay 24 hours earlier, retaining 90 percent more leaves with 300 percent more Carotene (Vitamin A) and more protein in the hay. Since dew makes no difference, hay may be cut two hours earlier, it is claimed.

The power mower cuts a swath of hay, while the swath previously mowed is picked up by the rotator, drawn through the conditioner, where the stems are cracked, and then fluffed on the ground. The wind and air dry the flat split stems as rapidly as the leaves.

The new conditioner is made in three models, one with mower and hydraulic mower lift, one with mower and conventional lift, and one without mower. All models have improved scrapers, steel cut gears, safety clutch, and other refinements, it was announced.

Power Machines in Use At Record High Level.

NUMBERS OF MOST power machines in farm use are now at record high levels.

Preliminary estimates for Jan. 1, 1951, show that there were 3,940,000 tractors of all types on farms. This is about 1.5 million more than in 1945.

Preliminary figures from the 1950 Agricultural Census and other reports provide a basis for estimating machine numbers for 1951, and

for revising estimates of recent years.

From 1948 to 1951 tractor numbers increased by about 960,000, or an average annual increase of about 320,000 units. This was the largest increase so far reported for any 3-year period.

Farm motor trucks, estimated at 2,280,000 for 1951, exceeds the 1945 number by about 790,000 units.

Numbers of farm automobiles, on the other hand, have shown little change since 1930. It is believed that on many farms automobiles are being replaced by motor trucks, especially pick-up trucks.

The number of automobiles, and to a lesser extent tractors and motor trucks, would have been larger in 1951 but for the reduction in the number of operating farms since 1945.

More than 800,000 combines were estimated to be on farms on Jan. 1, 1951—more than double

the 1945 number. The combine is now used for more than 85 percent of the total small grain harvest.

The increase in number of mechanical field-type corn pickers from 1945 to 1951 was more than 200 percent. From 1948 to 1951 about 225,000 corn pickers were added to farms. The increase in this 3-year period exceeded the total number on farms in 1945.

Number of farms with milking machines on Jan. 1, 1951, is estimated at about 650,000. Increase in number of farms with milking machines was especially large from 1944 to 1948—a 275,000 increase during this 4-year period.

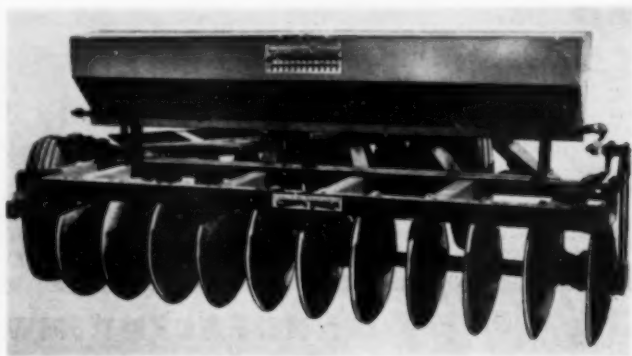
Farmtec Introduces New Seeding Machine Line

FARMERS TOOL & EQUIPMENT CO., 8541 Amelia St., Oakland, Cal., announces a completely new design in seeding machines that eliminates all gears, sprockets, chains and feed cups.

Adaptable to all sizes of the Farmtec Harrowplows and pulverizers, the new seeding machines can be mounted on all makes of tractors and driven with power takeoff or by land wheel.

The seeding machine has only three working parts. Every known kind of grain or grass can be planted with the one hopper, and both grain and grass seeds can be mixed and sown at the same time without any danger of separation.

The new line is available in sizes from 6 to 16 feet for mounting on tractors and tillage implements and for all 11 sizes of Farmtec Harrowplows, from 4'6" to 13'6". Mounting brackets and various drive assemblies are furnished with each model.



Built to produce **MORE BUSHELS...MORE BALES**
with lower cost...2-plow power!

3 front-end styles

- ✓BF—Narrow draft for row crops can be converted to change head from 6 1/2 to 12 1/2 inches for easier handling on hard rows.
- ✓BF—Single front wheel for narrower row crops can be supplied as optional or as extra for easy change even on special jobs.
- ✓BF—Wide adjustable front end has telescoping front axle and steering arms to fit all row crops including vegetables. Springs from 12 to 17 inches provide extra stability.



HIGH TORQUE BF TRACTOR

TEAMED WITH MM AVERY MATCHED MACHINES

Here's a money making combination that cuts job time, lightens work, pays off in *real* dollars and cents savings. It's the profit-building team of an MM Avery High Torque BF Tractor and MM Avery Matched Machines.

BUILT TO PROVIDE MORE POWER ON LESS FUEL!

The High Torque engine of the BF Tractor produces more lugging power to do the job *easier*, at *lower* cost. This greater twisting force goes to work to handle jobs at lower engine speed, in higher gear. That means minimum fuel consumption, less wear on moving parts.

MATCHED MACHINES INSURE PERFORMANCE WITH "TRU-DRAFT" DESIGN

Exclusive automatic leveling of MM Avery Tru-Draft machinery offers positive assurance that tools operate at their pre-set depth. Front-mountings and tool-bar hitches along with a fast, new, One-Point Hitch allow close-to-tractor operation for easier handling and shortest headlands.

These advantages plus genuine MM UNI-MATIC hydraulic depth control and many other MM Avery quality features spell **BIG TRACTOR VALUE** for the Farmer-businessman.

Quality Control in MM Factories Assures Dependable Performance in the Field.

Here the EB Disc Plow and BF Tractor take a big bite out of plowing costs. One-Point Hitch provides fast coupling, easy handling, automatic leveling.



Big jobs are easy for the powerful BF Tractor. Its tremendous lugging power and speed ranges handle the MM HARVESTOR 69 right in stride.



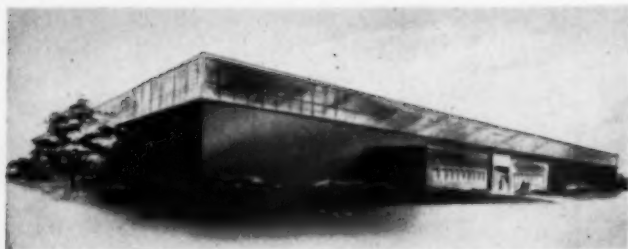
Better mowing is assured with the BF and MM Avery Tru-Draft Mower. Exclusive Miracle Mowing action prevents cutter bar from "riding up".



Any seed gets a better start planted with the AL Tru-Draft Lister Planter. Subsoil opener, planting boot and covering shovels are rigidly mounted on lister beam boom.



MINNEAPOLIS-MOLINE
MINNEAPOLIS 1, MINNESOTA



Atlantic Steel to Build New Atlanta Warehouse

ATLANTIC STEEL Co. will construct a new half-million dollar warehouse and office building at the corner of Northside Drive and 14th St. for its warehouse division, according to Robert S. Lynch, president.

The new building will be needed to accommodate the increased production to result from Atlantic Steel Co.'s new electric furnace, which is expected to be in operation soon. The location is only a short distance from the new West By-Pass and is adjacent to U. S. Highway 41 and the Southern RR.

The structure will have 67,200 square feet of warehouse and facilities space and 6,700 square feet of air-conditioned office space. It will be located on a nine-acre tract now being graded. The building will be 45 feet high. Three railway cars may be loaded or unloaded in the building's interior at one time. Dock loading facilities will accommodate seven large trucks.

In addition to warehousing steel products for distribution throughout seven Southeastern states, the division will offer shearing, flame-cutting, sketch plate burning and hack saw cutting equipment facilities to metal fabricators and users.

Birney and French Promoted by M-M . .

TWO PROMOTIONS in the sales department of Minneapolis-Moline Co., Minneapolis, Minn., were announced recently by Frank N. Langham, general sales manager.

M. E. Birney, assistant manager of the division office in Kansas City, Kan., was named division manager, effective January 1. He succeeds Mr. Langham, whose appointment as general sales man-

ager was announced early in January.

O. J. French, Jr., formerly sales supervisor in the division office in Kansas City, was appointed district sales manager for the areas served by division offices located



O. J. French, Jr.

in Hopkins, Minn.; Fargo, N. D.; Omaha, Nebr.; Salt Lake City, Utah; Stockton, Cal.; Winnipeg, Manitoba; and Regina, Saskatchewan. In this position, he succeeds Harry R. Colvin, who was recently appointed assistant general sales manager.

Mr. Birney was an implement dealer from 1930 to 1937, when he



M. E. Birney

became a salesman for M-M with headquarters at Alva, Okla., and later at Enid, Okla. For a year he was manager of the Amarillo, Texas, branch office, and for two years he was sales supervisor with headquarters at Kansas City. He was named assistant division manager in 1949.

Mr. French started with M-M in 1940, as a junior salesman. In 1949 he became sales supervisor at the Kansas City office.

Massey-Harris Re-elects Directors at Meeting

AT THE ANNUAL stockholders meeting of the Massey-Harris Co., held in Racine, Wis., February 20, all members of the board of directors were returned to office. Re-elected to the board and representing Massey-Harris Co. Ltd., were: E. R. Burgess, vice president, general manager, Canadian Division; C. N. Appleton, vice president and secretary; W. W. Mawhinney, vice president, general manager, Export Division; R. H. Metcalfe, vice president, General Administration; and E. P. Taylor, C. W. Webster, L. J. Burlingame, J. A. McDougald, and M. W. McCutcheon.



H. H. Bloom

Also re-elected to directorship at the meeting, and re-appointed officers of Massey-Harris, were: J. S. Duncan, chairman of the board; H. H. Bloom, president; C. P. Milne, executive vice president; J. H. Garrick, vice president and treasurer; C. E. Krause, vice president (purchasing) and secretary; E. A. Adams, vice president, engineering and research; K. H. Krause, vice president, manufacturing; L. T. Ritchie, vice president, merchandising services; and L. M. Sweeney, vice president, sales.

Other company officers re-ap-



FOR EVERY NEED

Campbell offers you a complete line to supply your customers' every need. Campbell manufactures chain for practically every purpose. Each type of chain is engineered and designed for maximum efficiency and life on the job.

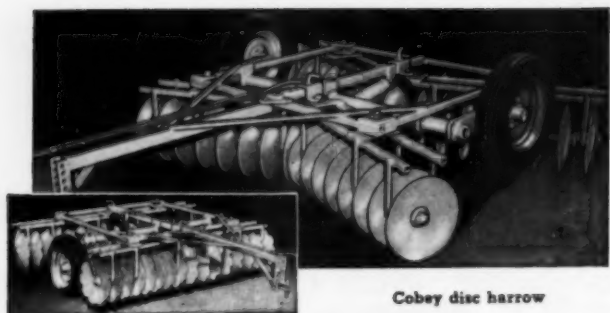
Campbell Chain is nationally advertised—nationally recognized for its superior quality. Campbell gives you complete merchandising to help you get more chain business.

There is no weak link in the Campbell line

CAMPBELL CHAIN *Company*

MAIN OFFICE—YORK, PA. • Factories—York, Pa. and West Burlington, Iowa

Chain for every need—INDUSTRIAL, MARINE, FARM, AUTOMOTIVE



Cobey disc harrow

pointed for 1952 were: L. W. Petersen, assistant secretary and traffic manager; L. J. Wolf, assistant treasurer; and C. H. Stewart, comptroller.

H. H. Bloom also was elected a member of the executive committee of the board of directors, Massey-Harris Co. Ltd. He has been associated with the firm for more than 35 years and has filled many important executive positions.

K. H. Krause is a new member of the board of directors. His experience with the company dates back to 1919, and he has served in managerial capacities in the U. S., Canada, and Europe.

Love Tractor Appoints Welcher to New Post.

LOVE TRACTOR, Inc., Eau Claire, Michigan, announces the appointment of Rex J. Welcher as executive vice-president and general manager, effective January 1, 1952, placing him in complete charge of all phases of management.

Mr. Welcher was associated with Love Tractor, Inc. from 1943 to 1947, severing his connection as general manager at that time to become a farm equipment distributor.

With the appointment of Mr. Welcher, J. R. Love will devote his time to the development, testing and introduction of new implements.

Love Tractor also announces the appointment of Robert L. Jones as sales manager, also of its selling division, Lift Tools, Inc. Mr. Jones' more than 20 years experience in the farm machinery industry includes eight years with an agricultural finance company and executive positions with leading farm equipment manufacturers.

New Disc Harrow Announced by Cobey

A NEW HIGH standard of discing efficiency is claimed for the Cobey Hydra-Flex disc harrow produced by The Cobey Corp., Galion, Ohio. Three of the farmer's most troublesome discing problems are said to have been solved by features such as retractable wheels, easy angling of the disc gangs, and flexibility of the frame, plus flexibility of the disc gang mounting.

The rigid resistance to large imbedded stones or roots has been overcome by a combination of flexibility in the frame and mounting of the disc gangs. When a disc hits an obstacle, this flexible design permits a rocking action of the gangs, which in effect is similar to the knee action of the front wheels of an automobile.

The variable angle feature of the disc gangs on the Cobey Hydra-

Flex Disc assures uniform discing regardless of varying soil conditions. Close control of penetration depths is also offered by the easy angling, which can be adjusted in steps from 0 to 20 degrees.

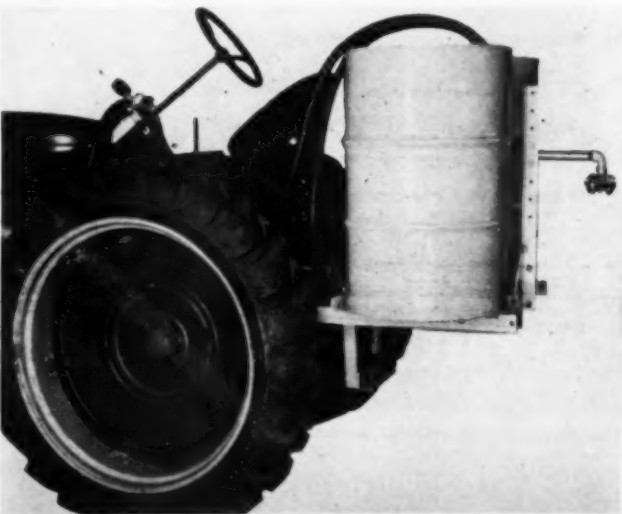
A touch of the Cobey hydraulic control lever brings down the roller bearing, rubber tired wheels. This action lifts the whole assembly (frame and disc gangs) free and clear of the ground for easy, swift transportation from field to storage or to another field by tractor or truck.

The Cobey Hydra-Flex Disc Harrow is available with either plain round or cut-out discs.

Kromer Introduces New Boomless-Type Sprayer.

O. W. KROMER Co., Minneapolis 11, Minn., announces a new low-cost boomless type sprayer. The special nozzle, designed by Spraying Systems, sprays a swath up to 30 feet in width without the use of booms, and is composed of a cluster of five nozzles which are arranged on a semi-circle to produce a uniform spray pattern. Simple to operate, the unit is especially designed for high gallonages on coarser spray jobs.

Kromer's new barrel rack may be removed from the tractor by loosening three bolts and is designed so that it will support two barrels rigidly, even when one is empty. The universal barrel rack mounting will fit most tractors without alteration.



Looking Ahead with a Massey-Harris



Nobody Wants to Stand Still in a Moving World

There was a time when the Chinese civilization was the most advanced in the world — centuries ahead of others. Then China and her peoples ceased to advance. It wasn't long until most of the rest of the world passed her up.

Today, no American would want to trade places with a Chinese citizen. It has even become a common American expression to say, "He doesn't have a Chinaman's chance."

What is true of nations is true of individuals and companies.

We, at Massey-Harris, deeply sense the importance of *continual advancement*. It has been our aim to lead the way with improved products, improved services, improved dealer relations.

Leading the way is not always easy. Many products and improvements introduced by Massey-Harris met with a certain amount of skepticism at first because they were ahead of the crowd. Today, these advanced-designed products and improvements are on farmers' preferred lists. Meanwhile, Massey-Harris has earned a reputa-

tion for forward-thinking and aggressive planning.

Farmers have learned to "look to Massey-Harris for the latest." As a result Massey-Harris is today the fastest-growing full-line implement concern in North America.

Naturally, Massey-Harris dealers have profited from this policy. More and more, dealers find it *pays* to look ahead and plan for the future with Massey-Harris.

The MASSEY-HARRIS COMPANY

Quality Avenue • Racine, Wisconsin

Branches in Atlanta, Ga.; Batavia, N. Y.; Columbus, Ohio; Dallas, Texas; Denver, Colo.; Des Moines, Iowa; Fargo, N. D.; Kansas City, Kan.; Memphis, Tenn.; Minneapolis, Minn.; Omaha, Neb.; Portland, Ore.; Racine, Wis.; Stockton, Calif. Sub-branches: Erie, Ohio; Grand Forks, N. D.; Harrisburg, Pa.; Los Angeles, Calif.; St. Louis, Mo.; Wichita, Kan.

Make it a Massey-Harris



Based on Latest U. S. Government Figures*

ONE OUT OF FIVE FARM SPRAYERS OF THIS TYPE SOLD is a **COMFORT** SPRAYER

*From report of farm
sprayer shipments
released by Dept. of
Commerce, Bureau
of the Census.

NOW—ALMOST
COMPLETELY
PRE-ASSEMBLED
AT THE FACTORY

COMFORT MULTI-PURPOSE FARM SPRAYER

T. M. Reg.
* Patent Pending

***33 Different Makes on the Market!
Yet **COMFORT** SPRAYERS Account for
20% OF ALL SALES!**

There must be good reasons why **COMFORT** dealers get such a "lion's share" of farm sprayer sales! Farmers will tell you it's because **COMFORT** gives them all the important features of quality sprayers—at far less cost. They like its rugged construction, its simple operation, its quick adaptability to all farm spraying jobs. And they buy **COMFORT** Sprayers at tremendous savings! In 3 years, **COMFORT** has set the standard of farm sprayer quality. Cash in on this booming market. Write for full details today!

SELL THE LEADER! SELL **COMFORT!
AMERICA'S FASTEST SELLING FARM SPRAYER!**

HERE'S WHY **COMFORT** LEADS THE FIELD

- All controls at driver's elbow.
- Famous **COMFORT** Booms plus TeeJet interchangeable nozzles.
- Hooks on any tractor by loosening just 2 bolts.
- Booms fully adjustable from driver's seat.
- Simple, trouble-free spraying system.
- Exclusive **COMFORT** Manifold for finger-tip spray control.
- High capacity, adjustable pressure P.T.O. gear pump.
- Engineered for all necessary attachments.



further **PROOF** of **COMFORT** Leadership!

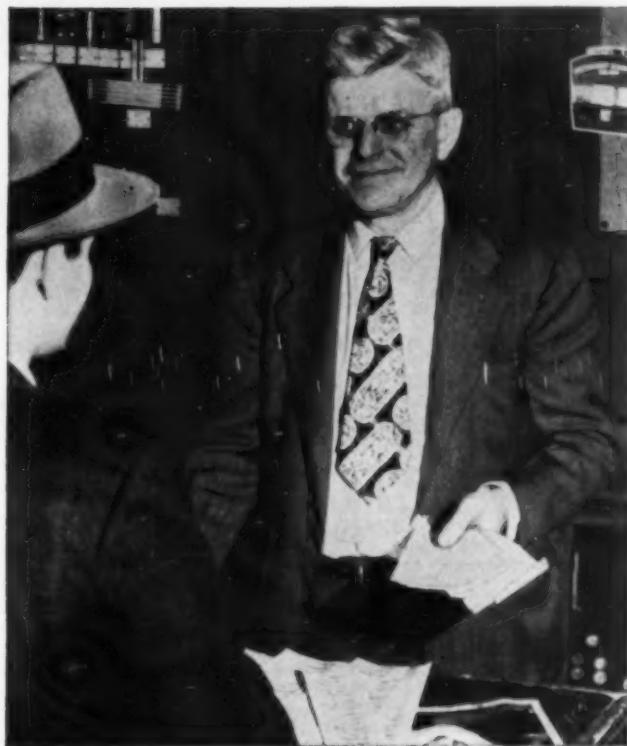
Surveys of COUNTY AGENTS, AGRICULTURAL ENGINEERS, and DEALERS Show **COMFORT** Has the Features Needed in a Farm Sprayer.

Men who know sprayers approve **COMFORT** Sprayer features! Surveys conducted among leading farm experts reveal that **COMFORT** Sprayers have all the features needed for easy handling, effective spraying, economical operation. Among the 8500 dealers surveyed in 9 leading farm states, those who reported chose **COMFORT** Sprayers by more than 2 to 1. Get the facts! See how you, too, can profit with the sales leader for '52.



COMFORT Equipment Company

Cheairs Porter says, "Most of Our Best Customers Read Farm and Ranch Southern Agriculturist"



Cheairs Porter is the President of the successful hardware firm of Porter Walker Hardware Co., Inc., of Columbia, Tennessee and is also a farmer in this community. Founded in 1907, Porter Walker Hardware Co., Inc., is now the largest hardware firm in the Columbia trading area and depends, to a major degree, upon its 12,000 farm families for a flourishing, prosperous business.

Mr. Porter went on to say, "I have checked over the Maury County subscription list of Farm and Ranch-Southern Agriculturist and I am greatly impressed with the number of our leading farmers who subscribe to your magazine. Over 75% are good customers of ours. These people are among the best farm families in this territory.

"In our trading area there are 12,724 farms of which 9,317 are electrified. These families are the backbone of our business. From the outset in 1907, the farmer has been our best and most consistent customer. In the early stages our billing was every six months. Electrification and crop diversification have changed all that. Now our billing is on a 30-day basis and without the farmer we would be out of business.

"Even during the depression it was the farmer who kept us going. Town families stopped buying, but not the farmers. They had to keep buying to operate their farms . . . without their business we would have closed our doors.

"National advertisers doing business in areas like ours should realize that the farmer is the man to be sold. When over 75% of your subscribers are our customers it stands to reason that we will do more business on products which are advertised in Farm and Ranch-Southern Agriculturist."

Special Notice to Sales Managers, Advertising Managers and Media Directors.

What Mr. Porter has to say about the Southern Farm Market is fully substantiated by the agricultural statistics in the 1950 census. We are preparing a state-by-state digest of these figures as they are released. We will be happy to mail them to you as they come off the press.

FARM AND RANCH SOUTHERN AGRICULTURIST NASHVILLE, TENNESSEE

More Southern Farm Families read Farm and Ranch-Southern Agriculturist than any other publication . . . circulation guarantee—1,290,000.

Just sign the coupon
and mail it to us.

FARM AND RANCH-SOUTHERN AGRICULTURIST, DEPT. SH 4, NASHVILLE, TENN.
Please put me on your mailing list for state-by-state Digest of 1950 agricultural statistics.

NAME _____ FIRM _____ ADDRESS _____ CITY _____ TITLE _____
ZONE _____ STATE _____

New Additions to Myers HN Ejecto Pump Line

F. E. MYERS & BRO. Co., Ashland, Ohio, has announced full production on two major additions to its HN line of Ejecto water systems and pumps.

The additions are 1½ and 2 h.p. motor sizes with full variations for specific uses. The variations include a shallow well Ejecto pump, a deep well twin-type and a deep well packer type. The 2 new horsepower sizes are a continuation of Myers' present line of HN Ejectos,

which include ¼, ½, ¾ and 1 h.p. sizes, and offer all of the features of the smaller systems but are designed for greater head and capacity.

The new units are designed for higher capacities than the smaller systems. The Ejecto assembly used in the 1½ and 2 h.p. pumps are all bronze and are available for single or two pipe installation, shallow and deep well. The single pipe or packer type is made for use in 3 and 4 inch wells, the two pipe or twin type for use in 5¾ inch or larger wells.



To permit a minimum of stock, the new units and ejecto assemblies are packaged separately, so that one basic pump unit and several Ejector packages make it possible to meet any well condition within the range of the pump, offering immediate delivery for any consumer needs.

"15" Loader

"50" Loader

"50S" Loader

3

NEW IDEA-HORN hydraulic loaders

fit practically all makes of tractors

For the haying season a New Idea Hydraulic Loader is the farmer's most versatile tool. It operates a buck rake, grapple fork, or push-off stacker—to help get hay in quicker, with less effort. Changes are easily made from one attachment to another. Has many other year 'round uses.



10 attachments
(interchangeable)
gives you a fast selling line that pays handsome profits throughout the year.



Grapple Fork

Buck Rake

Push-off Stacker



Loader Boom

Manure Bucket

Dirt Bucket

Pitch Control

Angle Dozer Blade

Dozer Blade

Snow Scoop

NEW IDEA

FARM EQUIPMENT COMPANY


SUBSIDIARY *AVCO* MANUFACTURING CORPORATION
COLDWATER, OHIO

Barnyard Equipment Group Holds Chicago Meeting . . .

THE FIRST annual meeting of National Barnyard Equipment Council, held at Chicago, January 25, 1952, was the largest meeting of choretime equipment manufacturers ever held. In addition to members of the Council, manufacturers of barn equipment, barn cleaners and poultry equipment were on hand to hear Senator Allen J. Ellender, chairman of Senate Committee on Agriculture; John F. Smith, vice president of Inland Steel Co.; Herman C. Aaberg, American Farm Bureau Federation, and B. Franklin Bills, sales counselor, all of whom were featured speakers.

Reports of officers and committee chairmen showed a fine year of achievement for the Council, particularly in its work of acquainting control officials of the importance of labor-saving equipment in meat and milk production.

Lowell H. Swenson, Hawkeye Steel Products, was re-elected president. N. J. Smith, Pax Steel Products, was named vice president, and R. C. Hudson, H. D. Hudson Mfg. Co., was re-elected treasurer. These and the following members were elected to the Executive Committee: C. A. Hanson, James

Get the jump  on competition with these...

2 "quick-hitch" NEW IDEA MOWERS

No. 40 semi-mounted

MOWER

Available in Hydraulic
or hand lift

Both available with
HYDRAULIC LIFT

No. 30-A trailer-type MOWER

Available in Hydraulic
or Mechanical lift

No matter what a customer's preference in mowers may be, the New Idea Dealer with these 2 outstanding types is in a position to satisfy every mower demand. Both semi-mounted and trailer types are built to mow in the closest quarters and cut square corners. Both have safety cutter bar release to prevent

damage from hidden objects. Both can be hitched or unhitched in a matter of minutes.

Get the jump on competition NOW! Get prospects acquainted with these 2 mowers—they'll want nothing but NEW IDEA.

NEW IDEA

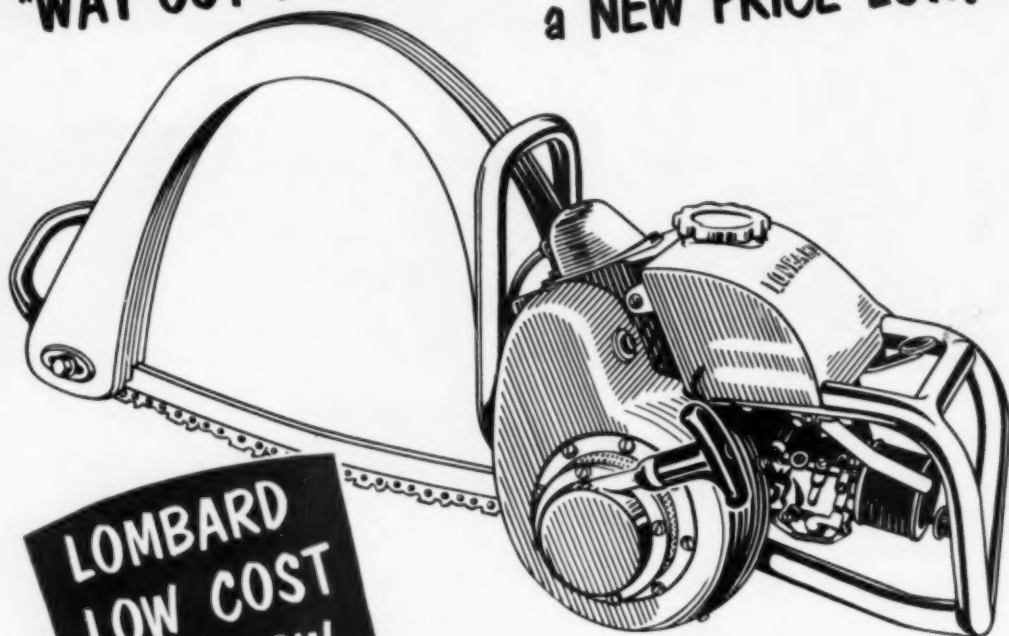
The sign of a good product
Where you find this sign,
you find a prosperous
dealer with the full New
Idea Line.

NEW IDEA
FARM EQUIPMENT COMPANY

AVCO
SUBSIDIARY MANUFACTURING CORPORATION
COLDWATER, OHIO



**"WAY OUT FRONT with a light-weight BOW at
a NEW PRICE LOW!"**



**LOMBARD
LOW COST
BOW SAW**

TOP PERFORMANCE AT LOW COST!

Yes, that's what you get in Lombard's New Bow Chain Saw. Basically it's the same saw that has been setting the pace during the winter cutting season in Northern and Central states, plus a sturdy bow attachment specially designed for rugged Southern requirements.

It's powered by a sensational easy-starting light weight motor which has set amazing performance and economy records on thousands of Lombard's straight bar saws. Cuts more wood per dollar investment.

Phone or wire us today for more information about the hottest item in the Chain Saw field.

DISTRIBUTOR OPPORTUNITY IN SOME AREAS.



Also
MODEL 3-16
Straight bar
PRICE \$265.

Model 3-20
Price \$271.50



Only Dearborn Dealers Can Sell the Many Advantages of *Ford Farming*



FIELD WORK



BARNYARD JOBS



HEAVY LIFTING



The dealer with the franchise to sell the Ford Tractor and Dearborn Farm Equipment is selling more than a fine line of farm machinery products.

He's selling a better way of farming—**FORD Farming**. Better because it represents the application of mechanized power to a vastly wider variety of jobs than is ordinarily possible.

From 20% to 80% of the working hours on American farms are taken up by *chore work* that calls for lifting, digging and tugging that are heavier drudgery than much *field work*.

Yet, no matter how useful they may be in the field, few tractors are of much use for chore jobs. Most are too big—too hard to handle—cost too much to run—or it takes too long to change from one implement to another.

But it's a different story with the versatile, adaptable, economical Ford Tractor and the wide variety of specially-engineered, quick-attaching Dearborn Implements designed to work with it. All the way from heavy plowing to hog-dipping, this tractor and implement combination brings relief from drudgery—savings of time and money—better, lower cost production.

Ford Farming means the better, easier, lower cost way to make the widest possible use of tractor power on any average farm. And only Dearborn dealers can sell it.

This is another reason why the Ford Tractor has become a most popular model on today's tractor market. It is another basic selling advantage which holders of the Dearborn Franchise command.



FARM IMPROVEMENT

DEARBORN MOTORS CORPORATION

Birmingham, Michigan

National Marketing Organization for the Ford Tractor and Dearborn Farm Equipment

THE NEW CHAPIN

COMPRESSED AIR SPRAYER



1½ GAL.
CAPACITY

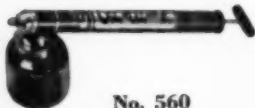
BRAND NEW
MODEL No. 110

Here's the great new lightweight No. 110 sprayer by Chapin. This tank model is a small capacity, 1½ gal. Is easily carried by pump handle. Tank is electric seam welded, Armco Zinc-grip galvanized for rust resistance. Other features are dome top, die-cast handle and top for quick closure, 12" brass extension tube, and funnel top for easy filling. Ideal for the lady gardener and for concentrate sprays. Get a good supply. They're sure to be in great demand.



No. 820
FLAME SPRAYER

Hoseless and completely portable, shoots a flame of more than 2000° heat 20 to 24 inches. Tank is seamless tubing. 1 gal. cap. Burner has removable burner block.



No. 560

Continuous HAND SPRAYER

For all spraying purposes. Extra wide 2½" jar opening. Glass jar. Rated capacity 24 ounces. Removable brass nozzle and seamless copper liquid tube. Pump size 14" x 1½".

R. E. CHAPIN Manufacturing Works, Inc.

100 Chapin Street

Batavia, N. Y.

Mfg. Co.; John C. Reed, Farmer Feeder Co.; C. C. Jolly, The Jolly Co.; B. J. Brower, Brower Mfg. Co.; J. S. Pleune, Clearwater Tank Co.; and K. N. Walters, Illinois Culvert and Tank Co.

W. Floyd Keepers is executive secretary and maintains the Council's offices at 330 S. Wells St., Chicago.

Everite Appoints Lane Southeast Salesman

THE APPOINTMENT OF C. M. Lane as salesman in the Southeast has been announced by Paul Emery, sales manager of the Everite Pump & Mfg. Co., Lancaster, Penn.



C. M. Lane

Mr. Lane has covered this territory as a representative of the Norfolk branch of George G. Lee Co. and has retail experience in the Chattanooga area. During World War II he served in the engineering branch of the U. S. Army.

Fairbanks-Morse Reports Larger Net Profit.

BOTH THE NET sales or billings to customers and the net profit of Fairbanks, Morse & Co., Chicago 5, Ill., for 1951 were greater than the results attained in 1950, the company's recent annual report disclosed.

Net sales or billings to customers totaled \$116,087,596, an increase of \$30,663,728, or nearly 36 percent, over the \$85,423,868 reported for the year ending December 31, 1950. Net profit was \$4,905,556, after all charges including Federal taxes, an increase of \$1,065,309, or 27 percent, over the \$3,840,247 given as the total profit a year ago.

The net profit on the basis of



May is something Special this year

National Water Systems Month

Publicity for National Water Systems Month is building real pump interest in **your** area. . . Cash in on all this free-to-you national publicity and advertising, with your own timely promotion. Past years have shown bigger and better pump sales records in May—make it bigger than ever in 1952.

Special Goulds Display Promotion— Guarantees Extra Profits

Simple, effective, profitable . . . this complete packaged promotion, based on the amazing new Balanced-Flow water system, is guaranteed to bring extra profits.

Call your Goulds distributor, or send the coupon below for full details of this guaranteed profit-building plan!

The New Balanced-Flow Jet

No other pump offers your customers so much for so little—or provides a sounder base for a profitable business in water systems and related equipment.

Look at these exciting features: requires no tank, self-adjusting capacity, corrosion resistant, only one moving part, self-priming and, best of all, priced right. Cash in on this water system—perfect for your customers, perfect for you.



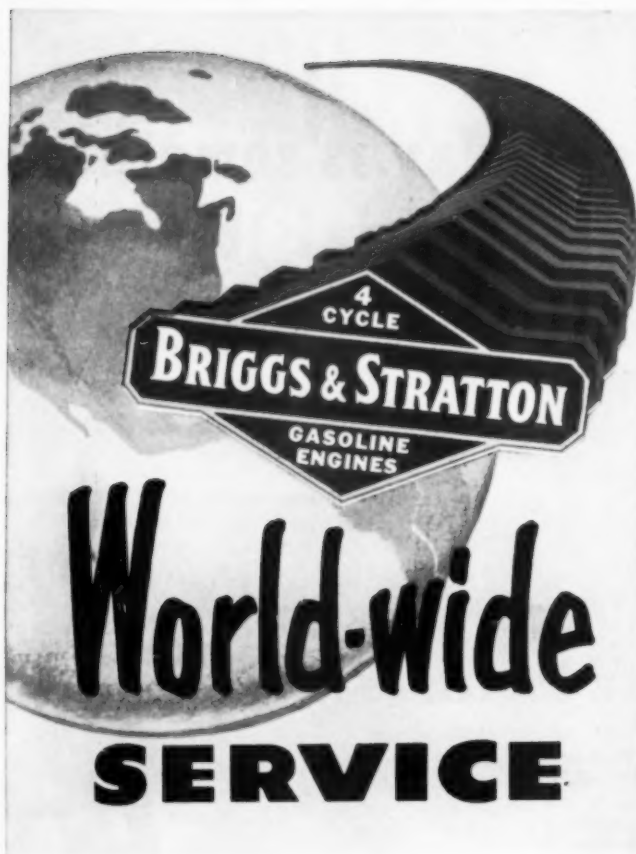
GOULDS PUMPS INC., Dept. SH-1, SENECA FALLS, N.Y.

Yes, let me see your special offer. Have your nearest Goulds distributor give me complete details on your new, guaranteed-extra-profits promotion and the display aids designed for Water Systems Month.

Name _____

Address _____

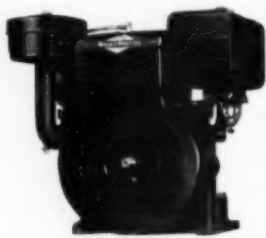
**MAIL
COUPON
TODAY**



THE GREATEST SERVICE ORGANIZATION OF ITS KIND IN THE WORLD...

Nearby there is a Briggs & Stratton service organization, factory trained and supervised, and with a stock of *genuine* Briggs & Stratton engine parts ready to serve you. These organizations offer complete Briggs & Stratton engine service — tune up, repair, and rebuilding with original Briggs & Stratton parts.

Only Briggs & Stratton maintains such complete, world-wide authorized service facilities. Briggs & Stratton Corporation, Milwaukee 1, Wisconsin, U.S.A.



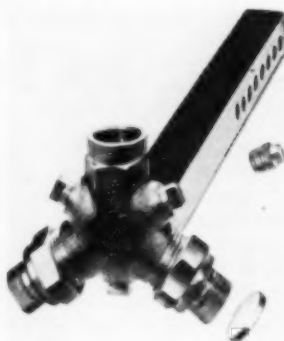
In the automotive field, Briggs & Stratton is the recognized leader and world's largest producer of locks, keys and related equipment.

the 1,199,190 shares of no par value common capital stock now outstanding is equal to \$4.09 a share, compared with \$3.20 a share a year ago on the same number of shares. The stock was split two-for-one by stockholders at a meeting December 12, 1951.

Colonel Robert H. Morse, Chairman, declared in his letter with the report, unfilled orders on December 31, 1951 totaled \$55,805,498, compared with \$45,546,305 a year ago.

Comfort Introduces New Broadjet Sprayer

AN IMPROVED five tip nozzle for spraying either wide or limited areas at high speed has been introduced by Comfort Equipment Co. The new unit is adaptable to various spraying patterns by blanking off one or more of the five nozzles. One plug and one blank are included with the unit.



According to the manufacturer, the unit is excellent for weed and insect spraying of small grain crops, pastures, roadsides and orchards. A universal bracket is furnished for easy mounting to any tractor. It is designed to operate from the Comfort Special Spraying Unit.

Complete details are available from the Comfort Equipment Company, 2609 Walnut, Kansas City, Mo.

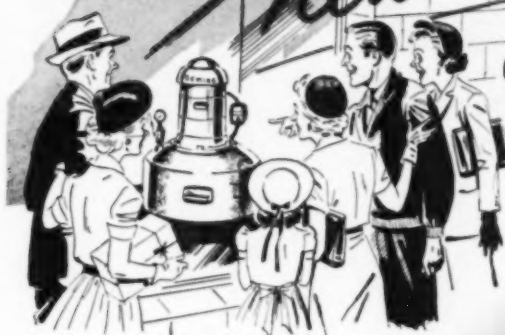
Wood Offers New Model Rotary Cutter and Mower

TWO NEW MODELS of the Wood rotary cutter and mower have been announced by Wood Brothers Mfg. Co., Oregon, Ill. Changes incorpor-

SUPPLY COMPANY

New Sales-Maker!

DEMING "CUSHIONETTE" SHALLOW WELL WATER SYSTEM



● Sales are zooming on the Deming "CUSHIONETTE" . . . the entirely NEW automatic water system with permanent self-contained air pressure control . . . an **EXCLUSIVE Deming feature!**

The powerful, multi-stage centrifugal pump maintains its **HIGH EFFICIENCY** throughout the entire range of pressures!

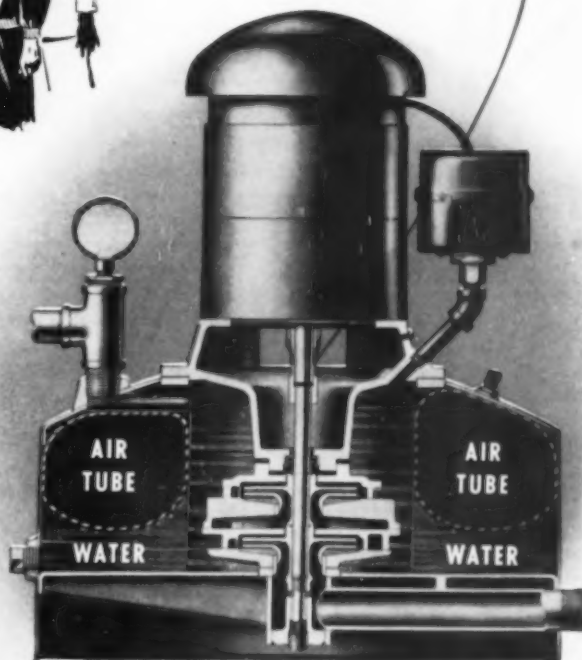
The "CUSHIONETTE" is really **COMPACT** . . . only 16 inches diameter . . . and only 21 inches high . . . with a capacity range up to 685 gallons per hour!

Here is a complete, packaged water system . . . ready to hook up to the well and the house connections.

National advertising and free sales helps for Deming Distributors and Dealers are boosting sales everywhere.

Write for complete information NOW!

THE DEMING COMPANY
519 BROADWAY • SALEM, OHIO



Patent Applied For



Newest Member of the DEMING line of Water Systems



WISSOTA'S NEW *Hydraulic* FARM UTILITY TOOL

It's Different!

OPERATES IN ALL POSITIONS. VERTICAL, HORIZONTAL OR UPSIDE DOWN. HANDLE SWIVELS IN ARC AROUND THE JACK, GETTING AWAY FROM INTERFERING OBSTRUCTIONS.

The patented and patent pending features make it the most valuable FARM TOOL!

Yes, the NEW Wissota Hydraulic Farm Utility Tool is different. Its exclusive swivel handle gets away from any interfering obstruction, and its all-position operating construction features give it amazing versatility and make it the handiest, most useful of farm tools! Easily, quickly, economically accomplishes dozens of difficult repair and lifting jobs on the farm.

Used as a Wagon Box Lift... the NEW Wissota Farm Utility Tool used in conjunction with Wissota Wagon Box Lift Frame. Easily and quickly fitted into frame for lifting and dumping all types of wagon boxes. The Model J25 Farm Tool has 5,000 pound capacity—plenty of extra power to make the job easy and smooth.

Easily and quickly pulls and spaces tractor wheels.

In upside down position grabs and lifts in low, hard to get at places. Lifts like a toe jack.

Quickly pulls old pulleys, gears, sprockets, etc.

MOST PRACTICAL ELECTRIC TOOL AND SICKLE GRINDER FOR ALL FARM GRINDING JOBS... MAKES AWKWARD JOBS EASY AND SIMPLE TO HANDLE!

Wheels project in front of motor housing allowing 100% accessibility to front and sides of wheels.

- Sections, Ensilage Knives and all awkward grinding jobs requiring grinding from the front of grinding wheel can easily be handled.
- Heavy Duty 1 1/3 H.P. removable motor.
- Grinding Speed easily changed by varying pulley size.
- This is the heavy duty grinder the farmer wants and is priced to sell. Also furnished with 2 wheels without sickle holder.

All WISSOTA Sickle Grinders can also be supplied with the heavy duty Sickle Holder SH7 for 7 foot bars. Will sharpen a 6 foot section without reclamping. SH7 fits WISSOTA grinders now in the field.

A COMPLETE LINE OF TOOL AND SICKLE GRINDERS... HAND POWERED, BELT DRIVEN AND ELECTRIC POWERED. ALSO A FULL LINE OF TOP QUALITY ABRASIVE WHEELS AND SICKLE CONES.

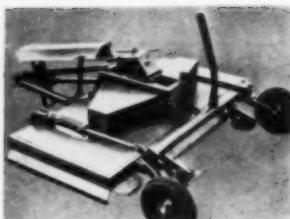
WISSOTA'S FULLY VITRIFIED, ACCURATELY DRESSED ABRASIVE WHEELS SAFEGUARD GOOD TOOLS, SICKLES, MOWING MACHINE SECTIONS!

Sell WISSOTA... the wheel the farmer wants!

Build your abrasive wheel business—satisfy your customers by always supplying safe, fast, cool cutting Wissota wheels. They have better balance, are uniformly made, carefully tested. Priced competitively for fast, profitable sales. Available loose and in special popular-sized assortments with attractive display racks.

Ask Your Jobber or Write Dept. S for Catalog Today!

WISSOTA Manufacturing Co. MINNEAPOLIS 4, MINNESOTA



ated in the new models — designated as the 30B and 50B, for cutting 60" and 80" swaths—include six refinements over previous models. All make the machine simpler to operate, insure even greater durability than models 30A and 50A, it is claimed.

A heavier frame offers 25 percent increase in weight and strength; simpler height adjustment is provided by a single lever near center of the machine. Idler pulleys have been re-designed to assure proper height alignment at all times.

Two type wheels are now available. One option is the demountable rim wheels, using 400 x 8 tires. The new Notat blow-out and puncture-proof tires can be used with this wheel. The second type is the 15" automobile tires, ideal for inexpensive replacement.



A new spray paint recently introduced by New Holland Machine Co., New Holland, Pa., sprays farm machinery at the touch of a button and helps prevent rust while retaining the new finish.

Sell a Key Farmer

(Continued from page 149)
er, wagon, and corn planter. Soon the company sold three additional tractors and attachments to nearby farmers who were willing to go along with the judgment of the initial customer.

In another neighborhood a set of brothers, operating separate farms, were particularly good prospects. After selling one it was

Built Better to Sell Faster



The Butler Long-Life Junior Grain Bin has 1,000 bushels capacity. Sturdy, galvanized construction assures long-life service.

BUTLER Grain Bins

That's right. Butler Grain Bins are built better and they *do* sell faster. Here's how these two facts tie up. Farmers, as you know, are smart buyers. They want to be *sure* before they invest their money. They want to be *sure* that the grain bin they buy will positively protect their grain year in and year out. They want the bin to last longer with less maintenance. They *know* that Butler Grain Bins fill the bill.



They see . . . you sell

One of the best, proved ways for you to increase Butler Grain Bin Sales is to erect one near your store. Farmers see the top quality construction features throughout the bin . . . and you sell.

For over 40 years, farmers have been spreading the word about the top quality of Butler Bins. This word-of-mouth advertising helps you sell more Butler Grain Bins—faster. And Butler backs you up with consistent farm magazine advertising to your farmer customers.

There are the facts of how you as a dealer can sell and profit with Butler Grain Bins. Proof that it works? There are more Butler Grain Bins in use today than *any other make*.

Get All the Facts—Mail Coupon NOW!



BUTLER MANUFACTURING COMPANY

Kansas City, Mo.
Galesburg, Ill.
Richmond, Calif.
Birmingham, Ala.
Minneapolis, Minn.

Address Dept. 5X14 at office nearest you:
BUTLER MANUFACTURING COMPANY
7394 E. 13th St., Kansas City 3E, Mo.

Please send me complete information about Butler Grain Bins.

Name

Firm

Address

City Zone State

an easy matter to sell the others, and their combined judgment gave momentum to still additional sales in the community.

Rowlette pointed to these as some typical examples of how the company worked to sell key men in every neighborhood. In some communities, of course, they had to sell to any first-time buyer who would buy. But, regardless of who he was, his use of the first tractor of the company's line in the territory directly paved the way to further sales.

The company now has its ma-

chines well-spaced over the county and are compiling a larger prospect list of customers than can adequately be serviced.

After selling a key farmer in each community the next important factor was to keep these buyers satisfied. As these dealers point out, a sale that goes "sour" is worse than no sale at all. A dissatisfied buyer not only will never buy again, but his dissatisfaction will spread throughout the section, and his neighbors will get a lot of information about where not to trade.

Consequently, when they sell a farmer, especially the first one in a community, one of the partners or a skilled employee delivers the machine and stays with it until the buyer thoroughly understands its operation. Since they have been unusually successful in making their first sales in communities to farmers who are skillful tractor operators they have had few complaints.

"We have been in business 14 months," Rowlette explained, "and so far we haven't had to supply as much as \$100 worth of new parts for all the machines we have sold, and our customers have had to buy so little of our service work that we have had to depend almost entirely on new equipment sales for our profit. The less demand we have for service the first two or three years, the more our customers will be convinced that they have good machines. This, in turn, will mean more boosters for our line."

Selling Power Mowers

(Continued from page 150)

and test—made by shop foreman M. E. Drury—so that he will be convinced that the mower he buys is in good condition when it leaves the store.

Bennett likes to stress this inspection to power mower purchases because a number of buyers have created faulty operation of their mowers by feeding dirty gasoline or improper fuel into the fuel tanks.

"Some of them even try to run the machines on tractor fuel, although we always warn the customer to use only clean, automotive fuel," Bennett said. "The book of instructions we give with the machine also warns against this practice, but it seems that most of the owners either forget these warnings or ignore them. The engines are simply too small to resist any kind of trash which may get into the gas tank. When this sort of trouble develops, there is nothing to do but remove the carburetor and clean out the trash. Aside from this, most of the mowers have rendered good service.

"We make a labor charge of \$2.50 per hour for this work, because we cannot afford to offer this service free, especially when the large number of these jobs handled during the summer months is considered.

THE NEW

Cobey

HYDRA-FLEX DISC

3 PRACTICAL ADVANTAGES

Make This Disc OUTSTANDING



EASY ANGLING OF FRONT and REAR GANGS!

For most efficient discing, angle of gangs should be adjusted to each soil condition — and that's the kind of engineered construction you offer farmers in the COBEY Hydra-Flex Disc. Easily angled in steps from 0 to 20 degrees — giving constant control of penetration depths.

CUT OUT DISCS



PLAIN ROUND DISCS



OTHER COBEY TILLAGE TOOLS

- SPROCKET and ROLLER PULVERIZERS
- ROTARY HOES
- MULCHERS
- SPRING TOOTH HARROWS
- DISC HARROWS

144, Tandem
Deluxe Tandem
Hyd. Lift-Type
Horse-Drawn

FLEXIBLE FRAME AND GANGS!

Designed for level cutting—no ridging.

The COBEY Disc frame is flexible, and disc gangs are mounted on the frame in a manner which allows them to flex, giving a rocking action. Thus any gang will ride over most imbedded stones and roots, preventing damage to the discs.

EASY, SPEEDY TRANSPORTATION!

By touching the control lever, wheels are lowered hydraulically. This lifts disc gangs from the ground so that the COBEY Hydra-Flex can be towed on its roller-bearing, rubber-tired wheels from field to field at time-saving speeds. No bothersome loading or unloading—no dulling or injury of disc blades. The COBEY Hydra-Flex Disc is made in sizes to match any tractor.

Every day the COBEY Line becomes more valuable, more desirable, more profitable to COBEY Dealers — because COBEY designs and builds implements of the most advanced type.

Write today for complete information.

THE COBEY CORPORATION
Galion, Ohio, U. S. A.

**NARROWS, HOES
MULCHERS AND
PULVERIZERS**



**HIGH-SPEED WAGONS
WAGON GEARS
AND WAGON BOXES**



**HEAVY DUTY
DUMP
WAGON
(HYDRAULIC)**



**TWO-WHEEL
TILTING
WAGON**



**SMALL SIZE
TWO-WHEEL
TRAILERS**



**POWER-DRIVEN
MANURE SPREADERS**



COBEY FARM EQUIPMENT FOR EVERY HAULAGE AND TILLAGE PROBLEM

"A PROFIT MAKER FOR EVERY ACRE"

F&W

NEW VARIJET Bullet-
40 to 70% MORE WATER
with LESS ELECTRICITY!



The PUMP

**with the sales advantages and
the advertising to tell about 'em!**

● That's the unbeatable combination for volume and profits in the water pump business that every F & W dealer enjoys!

Take the new F & W VARIJET, for instance. It is absolutely unapproached by any other pump for shallow-well use. It gives 40 to 70% more water, yet reduces motor load and power consumption. No increase in horsepower or price, just longer life, lower cost operation. It's an *exclusive* F & W patent! You enjoy comparable advantages in a full line of pumps for every need.

F & W is giving you more advertising power than ever in 1952 in both the big and profitable farm market, and in the rapidly growing suburban market in every town and city!

With F & W in '52 you get everything it takes for your biggest year yet on water systems. So write us now for full details.

FLINT & WALLING MFG. CO., INC., 419 Oak Street, Kendallville, Indiana

Consistent advertising
in these leading magazines
helps you sell F & W!



F & W Multi-Purpose Jet

Change from shallow well to deep well by moving jet off pump down into well. No extra to buy. Available with or without vertical tank, or as compact package unit. 1/2 HP motor.



F & W Multi-Stage Deep Well Jet

Delivers extra capacity. New automatic control valve assures top performance under varying well conditions. Change the rotary seal in 15 minutes with Speedichange cartridge.

F&W

F&W means *Flowing Water* by Flint & Walling

"A few of our customers complain about this charge, but most of them realize that we could not handle this work at our own expense. We hope to eventually educate our power mower buyers against use of improper fuel in the mowers to the extent that carburetor cleaning jobs will be reduced."

Bennett or a company salesman always explains carefully to each power mower purchaser the proper methods of operating, servicing and adjusting the machines in order to assure long use.

Help Farmers Select an Irrigation System

(Continued from page 154)

ternal combustion engines, the economic possibilities of different fuels should be investigated. Engines using natural or liquid petroleum gases are being sold in increasing numbers. Where the price of L. P. gas compares favorably with that of gasoline and if the engine is capable of utilizing the gas most efficiently, this type of fuel may well be considered. Diesel engines are generally used

for the larger installations.

A complete map showing crops, acreage, and field boundaries will aid greatly in the design of the equipment.

Farm operations often influence the schedule of irrigation as to whether or not it is feasible to irrigate at night, employ full-time irrigators, or move the lines with incidental labor in the morning, noon, and evening. The method used will affect the equipment and design requirements. For the present, these factors must suffice.

The Alabama Experiment Station, cooperating with the Soil Conservation Service, is now obtaining pertinent information for many of the major soil types of the State. Studies on infiltration and percolation rates and available water holding capacities are being made in many areas and the information thus gained will be used to prepare local irrigation guides. It is hoped that additional information may become available on such important items as consumptive use and water requirements of the principal crops grown in this region, fertilizer requirements of crops with irrigation, depths of root zones for different plants, effects of different cultural and agronomic practices on irrigation efficiency, and others.

Frequency of Irrigation

The frequency of irrigation will depend on how long the water added to the soil profile and stored there for plant use will last before it is evaporated or transpired by the crop. In the Southeastern States where some rainfall may be expected at relatively frequent intervals, it is not advisable to replace more water by irrigation than the crop will transpire in 15 days. In most cases the interval between irrigations will be nearer 10 days because of labor limitations, Sunday work, pump and engine repairs, or because of power failures.

Irrigation methods are usually designated according to the manner in which the water is applied to the soil. Among these methods we have:

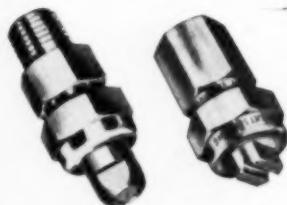
1. Irrigation by surface flooding
2. Irrigation through furrows
3. Irrigation by sprinklers
4. Subirrigation

Sprinkler irrigation is by far the most commonly used method of irrigation in the Southeast. Some furrow irrigation is used for

Build Better Profits with Better SPRAY NOZZLES

Original equipment manufacturers, chemical producers, and government experiment stations prefer TeeJet Spray Nozzles . . . because TeeJet Spray Nozzles are designed better, made better, and proved better by test in every field of farm spraying.

Ask your wholesaler about the new ConeJet Tip that ends clogging troubles in cotton spraying. TeeJet Spray Nozzles are advertised in Progressive Farmer. Get free promotional material, too . . . Bulletins, Counter Display, Window Streamer, Newspaper Mats. Write for Bulletin 58.



SPRAYING SYSTEMS CO.

3277 RANDOLPH STREET • BELLWOOD, ILLINOIS

TeeJet...THE COMPLETE FARM SPRAY NOZZLE LINE



SPRAY NOZZLES

INTERCHANGEABLE ORIFICE TIPS



FLAT SPRAY CONE SPRAY

DISC TYPE CONEJET



SPRAYING SYSTEMS

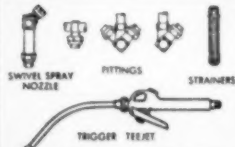
TeeJet
SPRAY NOZZLES

ONLY TEEJET GIVES ALL OF THESE FEATURES

- ✓ Super-precision orifice tips . . . DRILLED and MILLED for long life and for exactly centered and contoured orifice openings.
- ✓ Interchangeable orifice tips . . . the most complete selection available anywhere, in every type and capacity from one gallon per hour and up.
- ✓ Eleven different spray angles from 0° (solid stream) to 150°.
- ✓ Factory inspection and test of all nozzles and tips before shipment.

FOR COTTON SPRAYING

The popular new ConeJet Tip for TeeJet Nozzles. Ends major clogging troubles. Let us send you Bulletin 61.



TYPICAL EQUIPMENT

for the best in performance from equipment and chemicals!

De Laval Introduces the Newest Member of Its Separator "Family"...



Stainless steel, super-skimming bowl



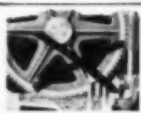
Stainless steel supply can and covers



New-type, silent, positive drive



No oiling—lubricated for life



No gears—newest silent-type drive



Designed for "Two-Minute" washing



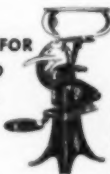
THE NEW DE LAVAL "600 SERIES" SEPARATORS—STREAMLINED AND MODERN AS A JET PLANE!!!

► Here's another "easy-to-sell" for De Laval Dealers... the great new "600 Series" World's Standard Separators which now join the rightfully famous De Laval World's Standard, Junior Series and Electro Series. Thus De Laval Dealers have the newest, most complete line of separators to offer... in skimming efficiency... sizes

and models for every need... and price.

Check these outstanding easy-to-sell features: Silent motor drive... no gears—no oiling! Highest skimming efficiency... stainless steel bowl, supply can and covers... two-minute washing. Beautifully finished in black and silver-gray... 3 sizes, motor drive only.

A SIZE AND STYLE FOR EVERY NEED AND PURSE



World's Standard Series
Proven by performance on thousands of farms to give cleanest skimming, longest service at lowest cost. Stainless steel wherever milk touches. 3 sizes.



Junior Electro Separator
Dependability, simplicity and efficiency are built into this separator. Direct motor drive... never requires oiling.



Junior Series
De Laval quality and performance at low price for small herd owners. Will pay for themselves in the saving of butterfat.



Electro Series
Built for large farm dairies. Simple, efficient driving mechanism automatically lubricated. May be used for clarifying by adding clarifier bowl and tiwara.

YOU

CAN LOOK TO DE LAVAL

for a profitable dealership that will serve the farm families in your area who have the desire to buy, the cash to buy with... and who look to De Laval's Better Products for Better Farm Incomes and Better Farm Living.

WRITE YOUR NEAREST DE LAVAL OFFICE FOR FULL DEALERSHIP INFORMATION



POWER!

America's
gasoline
as
in buying
roughbred
engine
t power
g has put cooler running
inders . . . finer
all built into the motor for
time . . . and to insure

1957 Chevrolet



**BETTER POWER
FOR GARDEN TRACTORS**

Lauson's new rear wheel drive garden tractors are fast, powerful and efficient operators when being driven in both the forward and reverse directions. The Lauson rear wheel drive garden tractors are available equipped with a 1000cc engine.



FOR CONSTRUCTION WORK

Lauson outboard motors are used in many and new construction jobs. They are the biggest and most powerful outboard motors.



A FAVORITE ON THE FARM!

Lauson outboard motors are used on many boats with outboard motors. They are fast, powerful and efficient operators when being driven in both the forward and reverse directions. The Lauson outboard motors are available with a 1000cc engine.



OUTBOARD MOTORS

LAUSON

PORTABLE ENGINES

row crops. Sprinkler irrigation may be sub-divided into two types, permanent or portable systems. Inasmuch as installation costs are relatively high, permanent systems have been used principally in irrigating gardens, truck crops, valuable crops where the site is relatively permanent. Portable pipe systems are less costly but require more labor during operation. Sprinkler systems are more readily adapted to the shallow soil profiles, the slopes, and the surface irregularities of this area. It permits more timely and satisfactory application of water on unusually pervious soils, even if other methods were possible. Portable sprinkling systems usually include a pumping plant, either stationary or movable, that can pump water from the source of supply through light-weight pipe with quick-acting couplings. The pipe sections are generally 20 feet long and are used for main lines and laterals. The sprinklers are attached to the couplings by short risers that raise the sprinklers above crop levels. Most systems operate under pressures of 20 to 50 pounds per square inch.

When selecting equipment for sprinkler systems, the question often arises as to whether or not it is advisable to use the large applicators generally called "Water Guns." These large units, applying water over several acres, require high pumping pressures of approximately 100 psi and, therefore, are usually less efficient than if the same amount of water were applied with smaller sprinkler heads operating at lower pressures.

It should be apparent by this time that the planning and design of an irrigation system for maximum economy and efficiency is not accomplished by the "hit and miss" process. Since every installation requires an individual analysis, systems should be designed by competent engineering personnel who are familiar with local conditions and the equipment.

Wanted: Salesmen

(Continued from page 156)

with the comparative figures: farm products up 210%, farm wage rates up 232%, building materials up 148%, etc. With wage rates up 232% should any farmer hesitate to mechanize to the fullest possible degree? What a powerful

NOW ENJOY THE REALLY VERSATILE

New GARDEN TRACTOR

FOR FARM, GARDEN, HOME AND ESTATE



- clears land
- plows
- saws wood
- cultivates
- mows grass
- cuts brush

KUT-KWICK



The Kut-Kwick rotary mowing attachment cuts and shreds light undergrowth—brush, grass, weeds etc., forming a valuable mulch on the land which promotes the growth of green pastures

The garden tractor has a circular saw attachment which fells trees at ground level. It also cuts them into firewood, fence posts etc. Kut-Kwick uses standard garden plows, harrows, cultivators etc., and is produced with power range of from 2 to 6 h.p.



DEALERS—

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KUT-KWICK TOOL CORPORATION

P.O. BOX 476

BRUNSWICK, GEORGIA

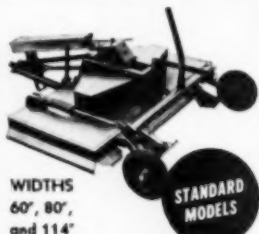
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Fit any power take-off, 3 1/2" safety shield, adjusts to 14" triple "B" V-belt drive, all heavy-duty, protected parts



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LIFT
MODELS

WIDTHS 60" and 80"

WRITE for descriptive literature, prices, and name of nearest distributor.

WOOD BROS. MFG. CO.
OREGON 90, ILLINOIS

story that makes for the man who knows how to sell, and truly works at this business of selling.

Our dealers tell us that it is far harder to find a good salesman than it is to find a good mechanic. Many dealers have undoubtedly had the experience of hiring a salesman who looked very promising, and yet after a few months, knew that he would never make the grade. Many dealers have found a man with an appealing personality, a man with a good farming background, and yet sales just didn't materialize. Why? Many times it was for want of observing one of the basic rules of salesmanship, "You've got to make calls if you want to get results."

Importance of Calls

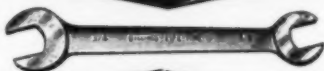
Too often, the salesman got into the same rut that so many workers are in today, and figured that half an effort was sufficient. He felt that he could follow up a handful of prospects and roll in the type of volume which you had a right to expect from him. He failed to realize the necessity of getting out into the territory early in the morning and calling right down the road on farmer after farmer, preaching the story of farm machinery and the services available.

But equally responsible for the lack of success on the part of salesmen today is the lack of good selling psychology. Haven't you heard a salesman greet a farmer with, "Do you need any machinery today?" The first instinct of the farmer naturally is that he doesn't need any machinery—no one welcomes the thought of spending money until you create a desire for ownership.

What can we do about it? What can we do to revive the art of selling and to train the men that you will need in the competitive retailing of farm machinery? First of all, we must find a man who knows your product, and is thoroughly familiar with the farming in your area. Occasionally, you find a super-salesman who very quickly picks up product knowledge, and knowledge of farming operations to a limited degree, and yet, because of natural ability to sell, gets by with reasonable success. In the biggest majority of cases, however, a man must know farming, must know the problems of the farmer, and he must know your product if he is to adapt the

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for Quicker Sales
More Repeats
Extra Profits



BILLINGS LIFE-TIME WRENCHES

ORDER FROM YOUR BILLINGS WHOLESALE

THE BILLINGS & SPENCER CO. HARTFORD, CONNECTICUT
Specialists in Drop Forgings Since 1869

product to its end use.

Too many salesmen make the mistake of talking nuts and bolts rather than directing their entire sales approach toward what the farmer wants to know: "What will it do for me?" If your salesman does not know the farmers' problems, how can he intelligently recommend machinery that will accomplish these objectives.

True, there are many more qualifications for a good salesman. He must be likeable, friendly, and generally he must be a good listener, if he is to determine what the customer is interested in.

I would consider only one additional qualification worthy of discussion and that is the inclination of a man to work. To my way of thinking, a just average salesman, working 10 hours a day, will make more sales than a super-salesman who works only five hours providing both men devote 100% of their time to constructive sales effort. Give me a man who knows farming, knows his product, who has enthusiasm, and who will work at selling religiously 10 hours a day, and I'll bet you dollars to donuts that he will sell e-

nough farm machinery to make you very happy.

When you find the right man, take him into your confidence. Tell him something about the operation of your business, and make him feel that he is a definite part of the successful accomplishment of your objectives. Every salesman worthy of name likes to feel that he can share in the financial success of your operation, and certainly it is in order to reward the salesman with proper incentives for exceptional sales accomplishments. Help him to know more about your products by including good sales and service schools in his schedule. Many of the most successful dealers hold regular weekly night meetings for their sales and service personnel. These meetings give your salesmen confidence in their product, give them selling ammunition. It is only natural for any of us to talk about the things that we know the most about, and your salesman fails in exactly the same category. Give him plenty of ammunition, and you can bet he will make a practice of preaching it regularly when calling on customers.



working close to fences and buildings. Because the scraper blade is mounted with bolts on the centerline, it is easy to reverse it when the cutting edge becomes worn. By attaching the blade to the tractor links by means of an offset pin in the frame, it is possible to dig a "V" ditch with a small included angle. If only loose dirt or snow

is to be removed, the blade extension may be attached to increase the amount of material displaced. A grader wheel is available for final leveling operations, such as in landscape work. Skid shoes may be attached to order to avoid blade contact with the road surface when removing snow from gravel or concrete roads.

Ferguson Announces New Multi-Purpose Blade . . .

A NEW MULTI-PURPOSE blade, designed for farm use and industrial and landscape gardening work, has been introduced by Harry Ferguson, Inc., Detroit, Mich.

New design features of the blade, plus a variety of attachments, are said to provide greatly increased flexibility of use, and an adaptability to a wide range of tasks.

The 6-foot blade, with a moldboard height of 14 inches, can be rotated a full 360 degrees, permitting either pulling or pushing action. Also, it can be angled either to the right or left, 15, 30, 45 and 60 degrees, in the forward or reverse position.

A scarifier, side plates, blade extension and grader wheel are included in the attachments. Ferguson System finger-tip hydraulic control adjusts depth of cut, or raises the blade into transport position. These features make the unit ideal for such jobs as drainage, terracing, grading, road maintenance, snow removal and other farm tasks.

Adjustments permit offsetting the entire moldboard and blade for

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PROFIT LINE
SINCE 1888"
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KNAPSACK SPRAYER**

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TREE SPRAYER**

Solid brass, large adjustable nozzle for spraying trees, shrubbery, flowers, weed killing, etc. Sturdily built. Low priced. In big demand.

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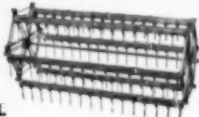
Specialized

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The Hume trademark identifies a broad line of products, each unique and specialized, but with a big-volume, big-profit potential.

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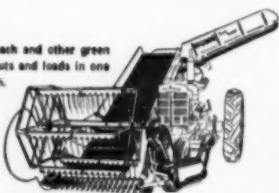
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For spinach and other green crops. Cuts and loads in one operation.



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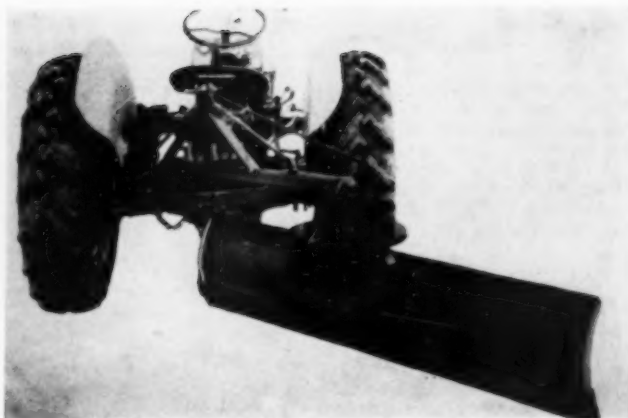


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Mendota 26, Illinois



Servis Announces New Ditcher-Terracing Blade

SERVIS Equipment Co., 1000 Singleton Blvd., Dallas, Texas, has introduced a new Servis blade that includes the following features:

Extreme angles of blade adjustment (11 holes) are provided for cutting a narrow irrigation ditch in hard ground; blade is completely reversible, by releasing one pin from operators seat; by removing two pins, blade assembly is easily moved on circle projecting end of

cutting edge about 24 inches beyond rear tires, thus permitting close cutting near fences, buildings, etc., for back-filling ditches in the forward direction of the tractor.

Other features include high mouldboard to accommodate full load of dirt, heavy $\frac{1}{2}$ x 6 inch cutting edge, and 21 adjustments without the need of a wrench. Designed especially for use with Ferguson, Ford and similar 3-pt. lift tractors, the new blade offers three-way positioning.



The Pixtone, automatically and mechanically, does the work of many men in picking up stones $1\frac{1}{2}$ to 8 inches in diameter and carrying them from the field to a dumping spot, spreading them in a thin layer for use in making long piles or farm roads. Pixtone can be drawn by any 2-plow tractor and will clear up to four acres a day, saving labor, eliminating much implement breakage, and making the soil easier to work, according to the manufacturer, Bridgeport Implement Works, Inc., Stratford, Conn.

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2. Do custom sickle grinding in your own shop.

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A

Ackerman-Steffan Div. Parker Mfg. Co.
Advertising Council, Inc.
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Ames Co., O.
Animal Trap Co. of America
Arvey Corporation
Asbestos Textile Div. Haystack
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Atlas Asbestos Co.
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Atlantic Steel Co.
Austrey Co.

B

Baird & Co., G. M.
Barrett Div. Allied Chemical & Dye Co.
Bassick Co.
Bayport Chemical Co.
Bethlehem Steel Corp.
Billings & Spencer Co.
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C

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Continental Screen Co.
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Corning Glass Works
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Council Tool Co.
Crescent Tool Co.
Cyclone Fence Division, United States Steel Corp.

D

Davis Corp., G. W.
Dearborn Motors Corp.
Deceatur Pump Co.
Deere, John
DeLaval Separator Co.
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Dempster Mill Mfg. Co.
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Dicks-Pontius Co.
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E

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F

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Fralih Mfg. Co.
Fuller Tool Co., Inc.

G

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H

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Herschel Mfg. Co., Inc.
Hemp and Company
Hillerich & Bradshy Co.
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Hudson Mfg. Co., H. D.
Hunsfield Co.
Hume Company, H. D.

I

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J

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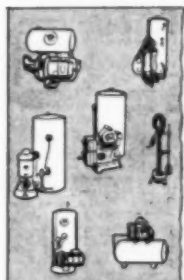
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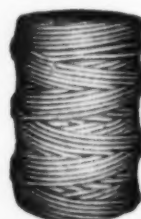
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Top Puritan quality. Packed in cut bands stitched for immediate use or in 100 ft. rolls. Send for free sample.



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ADVERTISER'S INDEX

Klein & Sons, Mathias	126	Red Devil Tools	4 and 8
Kromer Co., O. W.	181	Red Head Brand Co.	69
Kut-Kwik Tool Co.	181	Reeve Co.	*
L		Remington Arms Co.	66
Lamson and Sessions Co.	111	Reo Motors Inc.	*
Lantz Manufacturing Co.	185	Republic Steel Corp.	10
Larson Co., Chas. O.	31	Ravens Copper & Brass Inc.	62
Lauson Company	180	Reynolds Metals Co.	55
Lavell Rubber Co.	115	Richards-Wilcox Mfg. Co.	56
Lewis Engineering Co.	*	Rockwell Tools, Inc.	133
Libbey Owens, Ford Glass Co. 64		Root-Lowell Corp.	21
Linen Thread Co., Inc.	*	Round Associated Chain Co.	103
Lombard Governor Corp.	164	Ruberoil Co.	*
Lowe Brothers Co.	34	Rudiger-Lang Co.	24
Lufkin Rule Co.	65	Russell, Hurdall & Ward	
M		Bolt and Nut Co.	57
McKay Company	40	S	
McKinney Mfg. Co.	113	Samson Cordage Works	135
Mall Tool Co.	134	Sandee Manufacturing Co.	*
Mann Edge Tool Company	81	Sandvik Saw & Tool Corp.	52
Marshalltown Trowel Co.	146	Savage Arms & Tool Corp.	58
Massey-Harris Co.	163	Scharf Mfg. Co., J. H.	145
Master Lock Co., Third Cover	131	Schneider Mfg. Co.	73
Master Metals Products, Inc.	139	Seovill Manufacturing Co.	47
Master Products Co., The	141	Shaw Mfg. Co.	185
Mast-Foss Mfg. Co.	135	Simplicity Manufacturing Co.	75
Mau, Inc., George H.	145	Slaymaker Lock Co.	75
Melcor Metal Products Co.	7	Smith & Co., D. R.	183
Merchandise Mart	132	Sol-O-Lite Mfg. Co.	133
Mersham Co., Inc.	145	South Bend Bolt Co.	112
Metal Industries, Inc.	123	South Bend Toy	122
Meyer Manufacturing Co.	132	Southern Chain & Mfg. Co.	108
Metal Ware Corp., The	99	Southern Screw Co.	131
Millers Falls Co.	99	Southern States Iron Roofing	71
Minneapolis-Moline Co.	159	Spraying Systems Co.	178
Monark Silver King, Inc.	60	Stanley Tools	*
Mosberg & Sons, Inc.	60	Stanley Works	108 and 130-D
Moto-Mower Co., The	33	Star Mfg. Co.	187
Murray Co., of Texas	118	Stratoflow Prod., Inc.	139
Myers & Bros., F. E.	108	Streator Industries, Inc.	*
N		Super Six Mfg. Inc.	157
National Lock Co.	35	Sure-Heat Store Corp.	15
National Screws & Mfg. Co.	*	Swan Rubber Co.	14 and 15
.....Second Cover		Swing-A-Way Mfg. Co.	23
New Britain Machine Co.	109	T	
New Holland Mach. Co.	*	Taylor Chain Co., S. G.	129
New Idea Division AVCO	166 and 167	Taylor Machine Works	*
New York Wire Cloth Co.	35	Tennessee Coal, Iron &	*
Nicholson File Co.	59	True Tamper Corp.	37
Nixdorf-Krein Mfg. Co.	43	Turnbuckles, Inc.	54
North Bros. Mfg. Co.	*	Turpentine & Resin Factors	*
O		U	
Oakes Mfg. Co.	*	Union Fork & Hoe Co.	*
Ocean City Manufacturing Co.	*	United States Rubber Co.	116
O-Cel-O Ins.	*	Gillette Tire Div.	116
Ohio Hoist & Mfg. Co.	103	United States Steel	*
Olin Industries, Inc.	42 and 61	Corp.	37 and 107
P		United States Treasury	140
Paper Machine Co.	*	Upon Brothers, Inc.	180-D
Park Sherman Mfg. Co.	140	Utica Drop Forge & Tool Co.	*
Parker Mfg. Co.	139	V	
Parrish Co., Shepherd	180	Victor Saw Works, Inc.	122 and 144
Patterson-Sargent Co.	8	Vital Products Mfg. Co.	*
Pennace-Gaubert Paint &		W	
Varnish Co.	*	Warp Brothers	148
Peck, Slow & Wilcox Co., The. 11		Wenzel Tent & Duck Co., H.	38
Perkins Presser Co., Inc.	142	Western Cartridge Co.	61
Pennsylvania Lawn Mower	*	Wickwire Brothers Inc.	180-B
Division	*	Wickwire Spencer Steel Div.	
Peters Cartridge Div.	32	of The Colorado Fuel &	
Phoenix Mfg. Co.	46	Iron Corp.	114
Plumb, Inc., Fayette H.	*	Winchester Repeating Arms	42
Plymouth Cordage Co.	101	Co. (Ammunition)	42
Porter, Inc., H. K.	187	Winchester Repeating Arms	145
Premax Products	*	Co. (Guns)	189
Puritan Cordage Mills, Inc.	188	Wire Products Co.	174
R		Wisconsin Motor Corp.	189
Radiator Specialty Co.	110	Wisota Mfg. Co.	174
S		Wood Brothers Mfg. Co.	182
Samson Cordage Works	135	Woodruff & Sons, Inc., F. H.	141
Sandee Manufacturing Co.	*	Wright Steel & Wire Co.	141
Sandvik Saw & Tool Corp.	52	O. F.	141
Savage Arms & Tool Corp.	58	Wyatt Manufacturing Co.	*
Scharf Mfg. Co., J. H.	145	Y	
Schneider Mfg. Co.	73	Yale and Towne Mfg. Co.	*
Seovill Manufacturing Co.	47	Youngstown Manufacturing Co.	*
Shaw Mfg. Co.	185		
Simplicity Manufacturing Co.	75		
Slaymaker Lock Co.	75		
Smith & Co., D. R.	183		
Sol-O-Lite Mfg. Co.	133		
South Bend Bolt Co.	112		
South Bend Toy	122		
Southern Chain & Mfg. Co.	108		
Southern Screw Co.	131		
Southern States Iron Roofing	71		
Spraying Systems Co.	178		
Stanley Tools	*		
Stanley Works	108 and 130-D		
Star Mfg. Co.	187		
Stratoflow Prod., Inc.	139		
Streator Industries, Inc.	*		
Super Six Mfg. Inc.	157		
Sure-Heat Store Corp.	15		
Swan Rubber Co.	14 and 15		
Swing-A-Way Mfg. Co.	23		

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You know, for example, that Wisconsin Engines give your customers POWER that's easy to control and handle. When it comes to economy and efficiency, again you know that Wisconsin Engines measure up . . . making your selling job easier and more profitable. Wisconsin Engines are the best assurance your customers have of POWER that delivers the Most H. P. Hours of on-the-job service with the least amount of servicing and repair expense.

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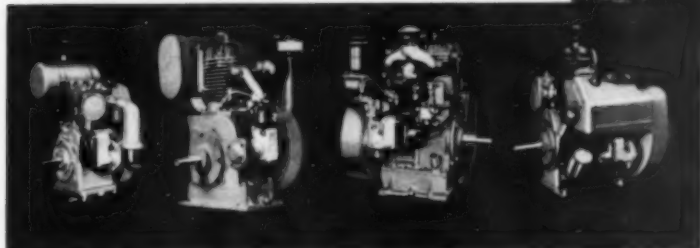


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Bolens Huski-Gar-
dener.



Wisconsin-powered Turner Twine-
matic Hay Baler.



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HEAVY
WEAGE



The Viking Line Straight Spring Balances

• For use in factories, cotton fields, farms, warehouses, ice-wagons, or wherever an accurate balance of this type is required. Made in six capacities to take care of innumerable weighing requirements.

Construction: The case of these balances is made of two tubular steel telescoping members, finished in durable enamel.

The load head is doubly reinforced and electrically welded to the outer member. Tempered steel is used for the spring which is heat-treated and triple tested for accuracy.

The solid brass dial is recessed for protection and has figures and graduations deeply etched. An adjusting screw at the bottom of the scale allows the indicator to be set at zero to balance a container. A red indicator makes recorded weights easily read.

Complies with Federal Specifications, Type IV Class 2 Number AAA-S-133, April 16, 1946.

Each balance is equipped with a hook.

No. 892, 895 packed one to colored folding box. No. 8910, 8916, 8920 and 8930 one to a corrugated carton. Master shipping carton, as listed.

JUNIOR MODEL

• Built on the same principal of construction as the heavy usage models. Sturdy steel case. Tempered spring, tested for accuracy. A handy scale for home use, mechanics, fishermen, etc. Not legal for trade.



JUNIOR
MODEL
Packed 12
Scales in Counter
Display Box
72 to Master
Shipping Carton

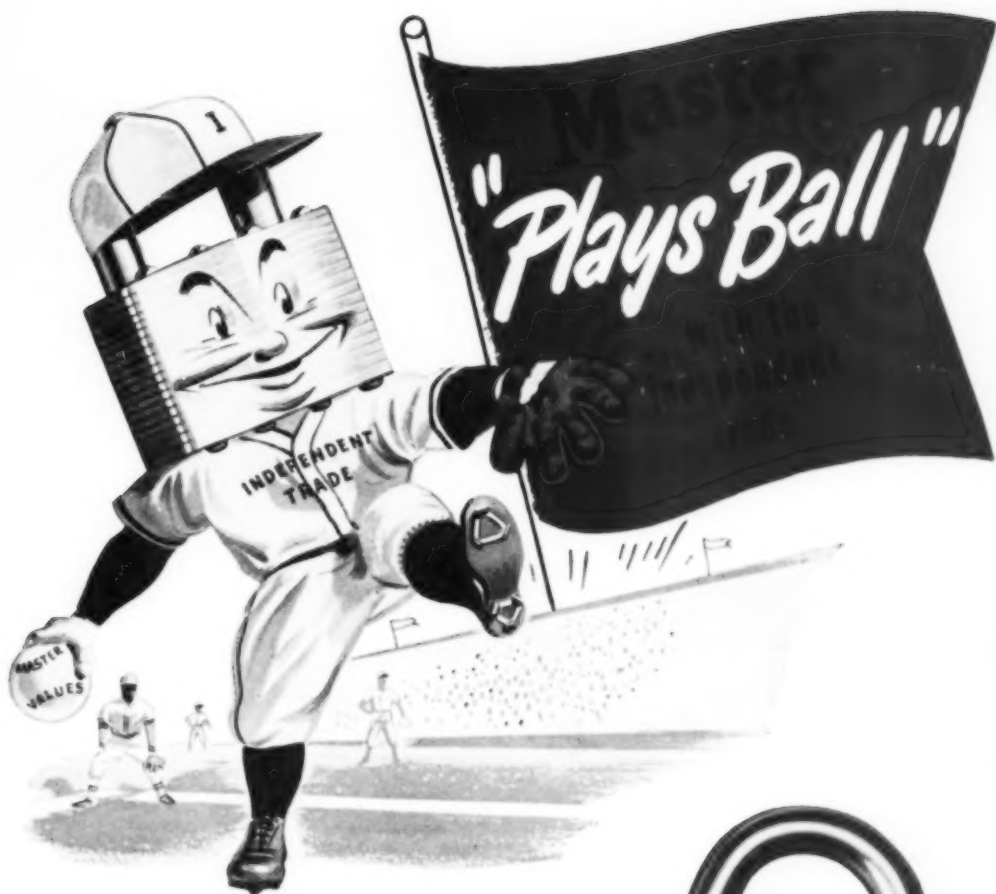
SPECIFICATIONS

No.	Capacity lbs. by lbs.	Dimensions	Weight Net lbs.	Shipping Wt. Case Lot of Twelve
Viking 892	25 x 1/2	1 1/4 x 1 1/4 x 9 1/4	7 1/2	12 lbs.
Viking 895	30 x 1	1 1/4 x 1 1/4 x 9 1/4	7 1/2	12 lbs.
Viking 8910	100 x 1	3 1/4 x 2 1/4 x 19	5 1/2	Case of 12 34 lbs.
Viking 8916	160 x 1	3 1/4 x 2 1/4 x 19	5 1/2	34 lbs.
Viking 8920	200 x 2	3 1/4 x 2 1/4 x 19	5 1/2	34 lbs.
Viking 8930	300 x 3	3 1/4 x 2 1/4 x 19	5 1/2	34 lbs.
JUNIOR: LIGHT SPRING BALANCE				Case of 72
Viking, Jr. 890	25 x 1	7/8 x 7/8 x 6 1/2	1 1/2	15 lbs.

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